



AGENDA
PURCELLVILLE TOWN COUNCIL REGULAR MEETING
MAY 23, 2017, 7:00 PM
TOWN HALL COUNCIL CHAMBERS

- 1. CALL TO ORDER OF REGULAR MEETING** (Mayor Fraser)
- 2. PLEDGE OF ALLEGIANCE**
- 3. INVOCATION** (Mayor Fraser)
- 4. SUMMARY OF MOTIONS** *(provided separately)*
- 5. AGENDA AMENDMENTS/APPROVAL** (Town Council and Staff)
- 6. PROCLAMATIONS/RECOGNITIONS** (Town Council)
 - a. None
- 7. PUBLIC HEARINGS**
 - a. None
- 8. PRESENTATIONS**
 - a. None
- 9. CITIZEN/BUSINESS COMMENTS** (Mayor Fraser)
(All citizens who wish to speak will be given an opportunity. Limits will be imposed on all speakers. All speakers should sign up prior to speaking, and Town residents will be given the first opportunity to speak.)
- 10. MAYOR AND COUNCIL COMMENTS** (Mayor Fraser)
- 11. DISCUSSION/INFORMATIONAL ITEMS**
 - a. Public Safety Reports
 - i. Purcellville Volunteer Rescue Squad (Aaron Kahn, President)
 - ii. Purcellville Volunteer Fire Company (Brad Quin, President)
 - iii. Purcellville Police Citizens Support Team (James Taylor, President/Dawn Mabe, Vice President) (pgs. 3)
 - iv. Purcellville Police Department (Lt. Joe Schroeck/Chief C. McAlister) (pgs. 5-9)
 - b. Public Works Monthly Operations Report (A. Vanegas) (pgs. 11-25)
 - c. Economic Development Update (P. Sullivan) (pgs. 27-41)
 - d. Linking Pay Raises with County or State Raises (D. Davis/S. Rauch) (pgs. 43-44)

- e. Options for Fiscal Impact Analysis as Part of the Comprehensive Plan Update – Development of Fiscal Impact Model (D. Davis/D. Galindo) (pgs. 45-48) (Motion pg. 48)
- f. Strategic Options for Enterprise Debt Realignment (D. Davis/L. Krens) (pgs. 49-72)

12. ACTION ITEMS

- a. Advertising Services Contract Award* (D. Davis/K. Elgin) (pgs. 73-107) (Motion pg. 75)
- b. Notice of Intent to Withdraw from VARISK2 Local Government Liability Coverage* (H. McCann) (pgs. 109-111) (Motion pg. 110)
- c. Consolidation of Tax Billing and Collection with Loudoun County Treasurer's Office* (D. Davis) (pgs. 113-120) (Motion pg. 115)
- d. Adoption of FY 2018 Budget and Appropriations for Expenditures and Adoption of Tax and Fee Schedule* (L. Krens/D. Davis) (*information forthcoming in supplemental agenda*)

13. DISCUSSION OF ITEMS PROPOSED FOR FUTURE PRESENTATIONS / RECOGNITION

- a. None

14. APPROVAL OF MEETING MINUTES (pgs. 121-159) (Motion pg. 121)

- a. May 1, 2017 Town Council Special Meeting/Budget Work Session
- b. May 9, 2017 Town Council Meeting

15. ADJOURNMENT

***Roll Call Votes**

IF YOU REQUIRE ANY TYPE OF REASONABLE ACCOMMODATION AS A RESULT OF PHYSICAL, SENSORY OR MENTAL DISABILITY IN ORDER TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT DIANA HAYS, TOWN CLERK, AT 540-338-7421. THREE DAYS NOTICE IS REQUESTED.

STAFF REPORT
PURCELLVILLE CITIZENS SUPPORT TEAM

Item 11.a.iii.

SUBJECT: Purcellville Police Citizen Support Team

DATE OF MEETING: May 23, 2017

SUMMARY AND RECOMMENDATIONS:

The following is a list of events in which the support team assisted since the last report of April 25, 2017.

1. No monthly meeting was held in May.
2. April 29th – Drug Take Back at parking lot at Bush Tabernacle across from Town Hall from 10 am until 2 pm. Three support team members collected approximately 125 pounds of expired drugs.
4. May 13th – Public Safety Day – barrel train rides
5. UPCOMING – May 20th – Purcellville Music and Arts Festival – crowd control.
6. UPCOMING – May 21st – 5K race in Purcellville – traffic control.

The upcoming months are setting up to be a busy time and the Purcellville Police Citizen Support Team looks forward to helping out both the Police Department and the community with the above scheduled upcoming events in town for 2017.

President – Dawn Mabe

Vice-President – James Taylor

This page intentionally left blank



STAFF REPORT
INFORMATIONAL ITEM

Item #11.a.iv.

SUBJECT: Purcellville Police Department Monthly Update

DATE OF MEETING: May 23, 2017

STAFF CONTACTS: Cynthia McAlister, Chief of Police
Joseph Schroeck, Lieutenant

SUMMARY and RECOMMENDATIONS:

Statistics for April 2017.

BACKGROUND:

This monthly report provides an overview of criminal activity within the Town of Purcellville. The report outlines the previous month's crime activity, with comparisons to the same time frame of the previous year. Also provided are clearance numbers for arrests.

Productivity information includes: calls for service, officer initiated activity, reports written, vehicular crashes handled, and hours' town patrolled by single officer. Also included is traffic citation data. This data assists the police department in developing strategies in combating crime, and maintaining the highest quality of life possible for residents and visitors within the town.

ISSUES:

N/A

BUDGET IMPACT:

"There is no budget impact with this item."

MOTION(S):

N/A

ATTACHMENT(S):

1. PPD Offenses_Apr_2017
2. PPD Arrests_Apr_2017



This monthly report provides an overview of criminal activity within the Town of Purcellville. The report outlines the previous month's crime activity, with comparisons to the same time frame of the previous year. Also provided are clearance numbers for arrests.

Productivity information includes: calls for service, officer initiated activity, reports written, vehicular crashes handled, and the hours the town was patrolled by a single officer. Also included is traffic citation data. This data assists the police department in developing strategies in combating crime, and maintaining the highest quality of life possible for residents and visitors within the town.

Respectfully submitted - Cynthia McAlister, Chief of Police

Crime Stats IBR Group A & B Offenses

Group	Offense	APR-17	APR-16	YTD 2017	YTD 2016
A	ASSAULT	1	1	4	1
	SIMPLE ASSUALT	0	1	3	7
	DEST. OF PROPERTY	4	3	19	10
	NARC. RELATED	2	6	13	18
	AUTO THEFT	1	0	2	1*
	BURGLARY	0	1	1	2
	LARCENY	3	3	25*	10
	FRAUD		1		6
	WEAPON VIOLATIONS		1		1
	Total Group A Offenses	11	17	67	57
B	CURFEW/VAGRANCY		0		3
	DIP	2	1	4	4
	DIS. CONDUCT	0	1	1	4
	DUI	3	4	10	11
	LIQUOR LAW VIOL.	1	0	1	1
	RUNAWAY	0	1	6	1
	FAMILY OFFENSES	0	4	0	12
	TRESPASSING	0	1	1	5
	Total Group B Offenses	6	12	23	41
TOTALS		17	29	90	98

*One incident was not captured during production of statistics. Therefore, one additional larceny was reported in YTD 2017.

* One auto theft is reported in YTD 2016 from February 2016. This was human error, missed in March YTD statistics on April 25, 2017 report.

Arrests by Arrest Type

Arrest Type	Apr-17	Apr-16	YTD17	YTD16
O - On-view	5	n/a	15	n/a
S – Summoned/Cited	1	n/a	5	n/a
T - Taken Into Custody	2	n/a	6	n/a
TOTAL ARRESTS	8	14	26	44

**Detailed historic records data is not broken down the same way current data is recorded. Therefore, data in 2016 is merged to one number only.*

Productivity Information

Type of Activity	Mar-17	Apr-17
Calls for Service	165	182
Officer Initiated Activity	1042	1093
Reports Written	46	49
Crashes	12	18
Solo Hours	23	49

**Detailed historic records data is not available for above details.*

Traffic Citations by Type

Citation Type	Apr-17	Apr-16
Citation	99	73
Parking Ticket	9	n/a
Warning	86	n/a
TOTALS	194	73

**Parking tickets were not tracked separately and warnings were not tracked in 2016.*

Purcellville Police Department

Town Council Stats - Part 1 & Part 2 Crimes

From: 4/1/2017 | To: 4/30/2017

Responding Agency: PPD - PURCELLVILLE POLICE DEPT



Crime Part	Offense	Public Service Area	Count	Case Numbers
1	ASSUALT	730 (Loudoun Valley)	1	PPD170000252-001
		Total	1	
	AUTO THEFT	710 (Gateway)	1	PPD170000234-001
		Total	1	
	LARCENY	720 (Crooked Run)	1	PPD170000291-001
		730 (Loudoun Valley)	1	PPD170000280-001
		770 (Country Club)	1	PPD170000271-001
		Total	3	
	Total		5	
2	DEST. OF PROPERTY	720 (Crooked Run)	1	PPD170000258-001
			1	PPD170000250-001
		740 (Blue Ridge)	1	PPD170000278-001
		750 (Woodgrove)	1	PPD170000259-001
		Total	4	
	DIP	710 (Gateway)	1	PPD170000260-001
		720 (Crooked Run)	1	PPD170000273-001
		Total	2	
	DUI	710 (Gateway)	1	PPD170000281-001
			1	PPD170000265-001
		780 (Fireman's Field)	1	PPD170000237-001
		Total	3	
	LIQUOR LAW VIOL.	770 (Country Club)	1	PPD170000292-001
		Total	1	
	NARC. RELATED	710 (Gateway)	1	PPD170000238-001
			1	PPD170000265-001
		Total	2	
	Total		12	
Total			17	

End of Report

Purcellville Police Department

Arrests by Arrest Type

From: 4/1/2017 | To: 4/30/2017



Arrest Type	Case No	Arrestees
O - On-view	PPD170000265	1
	PPD170000266	1
	PPD170000281	1
	PPD170000288	1
	PPD170000293	1
	Total	5
S - Summoned/Cited	PPD170000238	1
	Total	1
T - Taken Into Custody	PPD170000214	1
	PPD170000260	1
	Total	2
Total Arrests		8

End of Report

This page intentionally left blank



STAFF REPORT
INFORMATIONAL ITEM

Item #11b

SUBJECT: Public Work Monthly Operations Report

DATE OF MEETING: May 23, 2017

STAFF CONTACT: Alex Vanegas, Director, Public Works

SUMMARY and RECOMMENDATIONS:

Attached for your review are the Monthly Operations Reports for the four divisions of Public Works: Engineering & Capital Projects, Street & Utility Maintenance, Water Production and Water Reclamation. The enclosed reports are for the month of April 2017. Should you have any questions or desire any further clarification please let us know.

ATTACHMENT(S):

1. Engineering & Capital Improvements, Street & Utility Maintenance, Water Production and Water Reclamation Monthly Operations Reports.

Capital Projects & Engineering Department Update

4/30/2017

Town Projects Summary – Table A

Plan Reviews & Private Projects – Table B

Inspections Summary for April 2017

Site Plans and Subdivisions	
	Mayfair Residential Subdivision: residential building construction and infrastructure for Phase 3.
	Mayfair Industrial Subdivision: no activity
	Townwide concrete repairs. Trip and fall hazard removal, Burnleigh Court, Glenmeade Circle
	Catoctin Corner, onsite. Grading, storm sewer, sanitary sewer and waterline installation is on-going, also curb and gutter installation. Daily site inspections.
Other inspections	Monthly manhole inspections (5 specific manholes, with known issues, each month) Asphalt condition inspection – 32 nd Street, 21 st & 23 rd Streets
Right-of-way Permits	Photos for 6 applications, 3 active for inspections
Water Meter Inspections (before installation)	8
Occupancy Permit Inspections (site)	1 single family

Business Utility Forms, reviews/approvals – 2

Right-of-way Permits, reviews/approvals – 6 reviewed, 5 approved

Education & Training –

Andrea Broshkevitch: telephone conference with AGOL work group (An area GIS group)

TABLE A TOWN PROJECTS

PROJECT NAME	DESCRIPTION	STATUS	NEXT STEPS
CONSTRUCTION AND CAPITAL PROJECTS			
32nd and A Street Improvements UPC 107080	Proposed roundabout. Revenue Sharing grant, 50-50 split VDOT and Town Replace existing small diameter watermain, in house work.	Purchase Order approved for AMT to design intersection improvements at 32nd and A Street. Kickoff meeting with AMT (design eng) April 6. Survey work completed April 26; design underway. VDOT land use permit submitted. Staff met with VDOT 4/25/17. Design plans received from Painter Lewis (design eng) 4/20/2017. Reviewed by Town and VDOT, changes requested 5/3/2017 (to Painter Lewis).	30% plans anticipated June 30, 2017
Allder School Road watermain replacement Downtown Streetscape Ph. II UPC 105472	Downtown Streetscape (sidewalks, etc.) and stormwater collection/conveyance project. Federal enhancement funding.	Under construction; contractor is Jefferson Asphalt. Contractor has completed VDOT punchlist items. VDOT final inspection complete. Contractor has submitted additional closeout paperwork, but some additional is still needed. Final Change Order approved and signed. Internal audit complete. All closeout documentation complete, final payment to Contractor approved, sent.	Receive VDOT LUP, begin construction (Town forces). Final reimbursement received from VDOT. Project complete, remove from report.
Fireman's Field Picnic Shelter	Replacement of the picnic shelter that was removed in 2016 due to its poor condition.	Purchase Order issued for picnic shelter (Cedar Forest Products). Roof color selected (evergreen), final drawings approved. Coordination with Dominion VA Power for new service. Purchase Order issued for UG service from S. 20th Street. Coordination with Beckstrom for meter base installation. New electric service installed. Slab design by Painter Lewis PLC received, reviewed & finalized. RFQ sent to contractors May 3, 2017.	Quotes are due on May 16th. Review and recommend Contractor.
Guardrail Replacement, various locations in Town UPC 108693	Replacement of damaged or non-compliant guardrail at various locations in Town	Purchase Order for MAKCO, Inc. for various locations for repair, through Charlottesville cooperative procurement. Guardrail repairs by MAKCO complete. Awaiting information from Herndon for additional cooperative procurement bid results and contract.	Expecting cost estimate from Long Fence through Herndon cooperative procurement.
Hirst Farm Pond Retrofit	Retrofit Hirst Farm pond for water quality benefits. Stormwater Local Assistance Funding, 50-50 split with Town.	Engineering design proposal has been reviewed. PO issued for initial survey work. Survey work complete, wetlands delineation complete and report received by Town. Met with Loudoun County to discuss possible funding assistance. County will provide \$\$ assistance to Town. MOU required (in attorney hands). Purchase Order issued to continue design work. Geotechnical investigation complete, 30% plan design is underway.	Attorneys for Town and County need to prepare a Memorandum of Understanding with County regarding funding that County will contribute.

TABLE A TOWN PROJECTS

PROJECT NAME	DESCRIPTION	STATUS	NEXT STEPS
Hirst Road Safety Improvements UPC 101305	Improvements along Hirst Road from Hatcher Avenue to Hillsboro Road (Route 690). Includes guardrail and shoulder improvements, upgrade pedestrian ramps, new signs and markings. Funding is revenue sharing, 50-50 split VDOT and Town.	Agreement with VDOT for RS project has been executed. Town has met with Kimley Horn Associates (KHA) to clarify scope for the project. Met with VDOT for project scoping. Received final proposal from KHA. TC approved moving forward with design; purchase order issued for design services. Guardrail assessment by KHA completed and received by Town. Reviewed and comments sent. Staff met with KHA April 26 for update. Concept plan is under design.	Continue design.
Main Street and Maple Avenue Safety Improvements UPC 70578	Sidewalk to connect Main Street to McDonald's sidewalk, mid-block cross walk at approx. 550 E. Main Street.	60% plans complete, VDOT review. Environmental forms complete and submitted to VDOT. Notice of Willingness posted, also sent to affected property owners. Plats and ROW plans sent to VDOT for ROW authorization phase 4/28/2017.	Awaiting authorization from VDOT to proceed with ROW phase. Prepare documents for temporary easements.
North Maple Avenue Water Main Replacement	Replacement of the existing 6-inch water main with a new 12-inch water main in Maple Avenue, Main Street to the W&OD Trail. Water main has had multiple breaks in the past.	100% plans are complete. Bids in 2012 exceeded budget, all bids rejected. TC meeting 2/28/2017: TC agreed to approve award of contract with Michael Baker International (MBI) for updated design, and \$100,000 for construction in FY2017. PO issued to MBI. Staff met with MBI 3/9 to go over suggested revisions to plans. Field survey completed; engineer is working on plan revisions and contract documents.	Upon Town receipt of revised plans, Town will review. When plans approved, advertise for bids. Submit to Loudoun County for grading permit.
Nursery Avenue Improvements UPC 105581	sidewalk, curb and gutter, stormwater collection and conveyance from the "teardrop" (20th Street) to the stream approx. 370 feet south of J Street. Funding is Revenue Sharing, 50-50 split Town and VDOT.	ATCS approved by Town Council to move forward with 100% design plans. Received Contract and Certificate of Insurance (COI). Purchase order issued, kickoff meeting held. Traffic counts conducted week of 1/27-2/3/2017. VDOT comments on 30% plans received. Design waiver (for sidewalk buffer strip width) approved by VDOT. Staff met with ATCS 3/20/2017 to discuss project and progress.	Continue design. 90% plans anticipated by end of April 2017.
Townwide concrete repairs	repair of concrete sidewalks townwide	Pilot area (Burleigh Court) for removing possible trip hazards through planing concrete edges. Work completed end of April.	Consider additional areas for this process.
RECURRING PROJECTS AND TASKS			
GIS updates - water layer	As needed, updates to GIS for water main, water meters, hydrants. Based on as-built drawings for new construction, but also staff obtained points for existing features.	Staff is collecting water meter location points, engineering is adding to GIS layer. Downloaded features, points from GPS information collected by Town Staff.	Update layers as needed.

TABLE A TOWN PROJECTS

PROJECT NAME	DESCRIPTION	STATUS	NEXT STEPS
GIS updates - sanitary sewer layer	As needed, updates to GIS for sanitary sewer main, laterals, cleanouts. Based on as-built drawings for new construction, but also staff obtained points for existing features.	Staff is collecting cleanout location points, engineering is adding to GIS layer. Downloaded features, points from GPS information collected by Town Staff.	Update layers as needed.
GIS updates - storm sewer layer	As needed, updates to GIS for storm sewer main, inlets, culverts. Based on as-built drawings for new construction.	J Street drainage improvements needs to be added to GIS.	Update layers as needed.
GIS updates - signs layer	As needed, updates to GIS for sign layer.	Created new sign layer. Downloaded features, points from GPS information collected by Town Staff.	Update layers as needed.
GPS unit	As needed, updates to mapping or software.	Updated GPS map and installed updated map on GPS unit.	Updates as needed.
Map creation as requested	Create maps for presentations, web postings, reports, permit applications, etc. as needed	Fireman's Field Pavilion site location map Sanitary sewer directional flow map Water system diagram for visitors to water plant	
1 Title Easement research as requested	Research easements and title information.	LED street light research and cost comparison for street lights per fixture by type Easement research for 410 Ashleigh Rd and 501 Country Club Dr on sanitary sewer and water lateral location and ownership Easement research for fire hydrant ownership at Purcellville Plaza	
Unidirectional Flushing (UDF) Program	The unidirectional flushing program serves to flush the water main. This program is generally implemented every other year.	The flushing commenced in March/April 2016, but the full program was not completed. Town staff met with MBI to request minor revisions to UDF for this year, and to request other revisions for future years. Reviewed, updated and printed UDF mapping documents. Inspections staff is assisted with valve exercising in advance of UDF. UDF began April 2, 2017.	UDF is completed for 2017. Updates to maps are still needed for future UDF programs.

TABLE A TOWN PROJECTS

PROJECT NAME	DESCRIPTION	STATUS	NEXT STEPS
Backflow and Cross Connection Control Program	State regulations require the Town to collect inspection reports on testable backflow prevention devices. This is done annually. In 2016, letters were mailed to those with testable devices, requiring the inspection reports. Letters were also mailed to businesses for which the Town did not have confirmation of devices. A courtesy letter was mailed to those with non-testable devices that were more than 5 years old.	Letters for 2017 mailed out in May 1, 2017.	Review test results as they are received.
Grease Trap Inspection Program	Grease in the sanitary sewer system can cause backups in the mains. Grease traps need to be maintained so that grease does not enter the Town system.	The Town requests businesses to submit forms to show that the grease trap has been serviced periodically. Working with Maintenance to have hot spots televised. Letters to businesses mailed 2/14/2017. 41 letters mailed; 11 businesses have responded.	
Manhole Inspection	Inspect manholes that were lined during rehabilitation efforts in previous years to determine if rehab is holding up well	Manholes that were rehabilitated in 2009-2010 inspected (approximately 10 manholes). Inspections complete and information provided to maintenance dept.	Engineering to followup with Maintenance
Monthly Manhole Inspection - select manholes	Several manholes in the Town's system are known to have issues with solids build-up. These manholes are inspected monthly, and if issues are noted, the maintenance dept is notified to clean the manholes	5 manhole inspections completed monthly.	Monthly inspections.
Task Order Contract Request for Proposal (RFP)	RFP for Project Management and Construction Management Services	Proposals received 6/28/2016. Proposals reviewed by selection committee. Interviews with 2 firms held on 8/12/16. Selection of RK&K and WRA approved by TC. Signed Contract documents and Certificate of Insurance received; under review.	
OTHER TASKS			

TABLE A TOWN PROJECTS

PROJECT NAME	DESCRIPTION	STATUS	NEXT STEPS	
West End Pump Station Preliminary Engineering Report	Requested CHA (Engineering BOA) to evaluate condition and recommend improvements to West End Pump Station	CHA has collected necessary data from the Town and they are working on the report. No change.		

TABLE B PRIVATE PROJECTS

PROJECT NAME	DESCRIPTION	STATUS	NEXT STEPS
TP13-02 Catoctin Corner Frontage Improvements	Water main extensions along Berlin Turnpike and East Main Street, Sewer main extension along East Main Street, traffic signal modifications (VDOT oversight)	Engineering review completed, no further comments. Plans have been approved. Preconstruction meeting held 11/30. Frontage improvements expected to begin spring 2017.	Construction at initiative of developer
TP15-08 Catoctin Corner Site Plan	Commercial development. Site work including water, sanitary sewer, storm sewer, other grading and site work.	Engineering review completed, no further comments. Plans have been approved. Preconstruction meeting held 11/30. Sanitary sewer main installation complete. Storm sewer installation ongoing. Water main installation ongoing. Controlled fill along Berlin Turnpike.	Construction continues, site inspections continue.
TP14-06 Mayfair Residential Subdivision	262 dwelling units consisting of a mix of single family detached and single family attached dwelling units.	Single family and townhomes under construction. Phase 1 beneficial use approved; phase 2 beneficial use requested. Beneficial use inspection of Phase 2 water and sanitary sewer completed. Videos of sanitary sewer and storm sewer received; under review. Bond reduction requested, town response sent to developer. Town received additional sanitary sewer videos (1/3/2017), reviewed and comments sent to developer. Town staff CCTV January 31, 2017. Reviewed, comments prepared. Phase 2 cleanouts (6) relocated to be outside of sidewalk. Phase 3 residential construction beginning week of 4/3/2017.	Daily site inspections.
TP14-08 Mayfair Industrial Subdivision	12 lot industrial subdivision with main street located off of Nichols Lane.	Infrastructure is installed. Beneficial use inspection completed, as-built drawings and sanitary sewer videos reviewed. Beneficial use not approved. 2/28/2017 update Town staff will CCTV sanitary sewer lines.	Developer to address punchlist items.
TP14-13 Vineyard Square site plan	Demolition of buildings and new construction on N. 21st Street	Easements recorded, bonds approved and site plan has been signed.	Construction at initiative of developer
Morgan Meadow preliminary plat	Preliminary plat for a 5 lot subdivision on N. Hall Ave.	Engineering review of 3rd submission complete. Resubmitted, approved.	
Mayfair Industrial Subdivision, Lot #1	Storage lot, minor site plan.	Preconstruction meeting 4/21/2017.	Daily site inspections.
TP16-05 Purcellville Firehouse, 130 S. 20th Street	Minor site plan, includes sidewalk, parking lot, sanitary sewer lateral replacement, building renovation.	PW review completed 9/8/2016. New plans submitted, PW comments 1/6/2017. All comments from PW have been addressed. OK to approve plans. ROW permit submitted, under review.	Preconstruction meeting.

TABLE B PRIVATE PROJECTS

PROJECT NAME	DESCRIPTION	STATUS	NEXT STEPS
TP15-10 Lot 6F - 37231 Richardson Lane, mini warehouse	site plan for mini warehouse. Includes storm drainage for off site lots in Valley Industrial Park.	Reviewed 9/19/2016. Meeting with applicant scheduled for 11/10/16. Town Council determination regarding drainage design requirements; applicant to resubmit. Revised plans submitted 3/31/2017. Under review.	Review plans.
TP15-04 Dragon Yong- In Martial Arts	Site plan for addition of soccer field, walking track, traffic circulation and parking.	Zoning permit issued 4/8/2016. Preconstruction meeting scheduled for 3/8/2017. Under construction. PW requested business utility form to include irrigation system 11/6/2015.	Daily site inspections.
TP17-01 Purcellville Children's Academy	Proposed daycare facility to be located on Ken Culbert Lane	Plans received and reviewed. Draft deed of Dedication and Easements, with plat, reviewed by PW 4/28/2017.	
TP17-03 Ball Property	Proposed single family development, located on S. 32nd Street	Plans received, and reviewed for completeness 4/26/2017.	
O'Toole Property rezone	Rezoning, and comp plan amendment	PW review 8/8/2016. Revised application received 3/3/2017. Engr. Review completed 4/11/2017	
421 S Davis Drive	new home construction, new water and sanitary sewer service required, ROW permit application	3/3/17 ROW permit application reviewed and information sent to applicant. ROW application approved. Water and sewer service installed.	

**MAINTENANCE DEPARTMENT
MONTHLY OPERATIONS REPORT
FOR THE MONTH OF: APRIL 2017
PREPARED: MAY 2017**

MEASURE	MONTH	UNITS	FY YTD	UNITS
WORK ORDERS (W.O.) PROCESSED	109	#	1454	#
STAFF HOURS REQUIRED FOR W.O.	247.25	HRS.	4356.1	HRS.
NON-CORE DUTIES HOURS	15	HRS.	271.83	HRS.
CD. MAN HOURS REQUIRED FOR WO	232.25	HRS.	4337.01	HRS.
PM FIRE HYDRANTS	0	#	0	#
EMERGENCY FIRE HYDRANT REPAIR	0	#	2	#
PM VALVE EXERCISED	353	#	716	#
CCTV SEWER LINE	117	L. FT.	10,848	L. FT.
SEWER LINE CLEANED	75	L. FT.	9,356	L. FT.
VEHICLES SERVICED	1	#	29	#
# OF WATER BREAKS	0	#	1	#
# OF SEWER BACKUPS	0	#	12	#
# OF CLEANOUTS INSTALLED	1	#	5	#
# OF MIS UTILITY TICKETS	146	#	1053	#
# OF METERS READ	13	#	245	#
# OF METERS SHUT OFF	2	#	41	#
# OF METERS TURNED ON	0	#	38	#
# OF REPLACED METERS	0	#	4	#
# OF REPLACED REGISTERS	4	#	53	#
# OF NEW ACC. METER INSTALLS	6	#	56	#
# OF LEAK CHECKS	5	#	113	#
# OF REPLACED MIUs (Radios)	3	#	144	#
CUSTOMER COMPLAINTS	4	#	52	#
WATER COMPLAINTS REC'D	0	#	2	#
WATER COMPLAINTS RESOLVED	100	%	100	%
WASTEWATER COMPLAINTS REC'D	0	#	8	#
WASTEWATER COMPLAINTS RES'D	100	%	100	%
BULK WATER SALES-QTY.	95,000.0	Gallons	851,500	Gallons
BULK WATER SALES-\$	\$1,045	\$	\$9,367	\$
BULK WATER GALLONS AT NEW RATE	5000	Gallons	5000	Gallons
BULK WATER SALES-(rate \$15.18per)	\$75.90	\$	\$75.90	\$

ACCOMPLISHMENTS

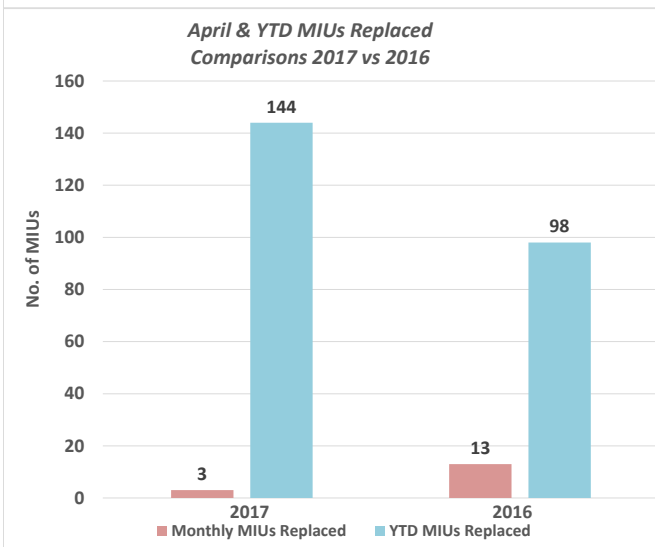
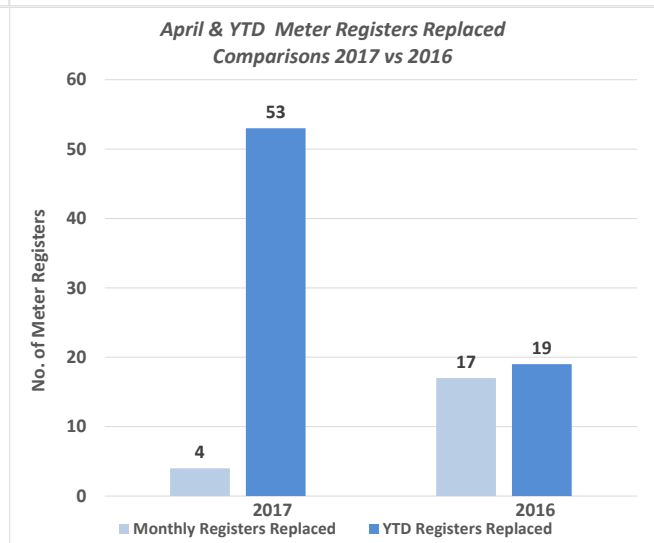
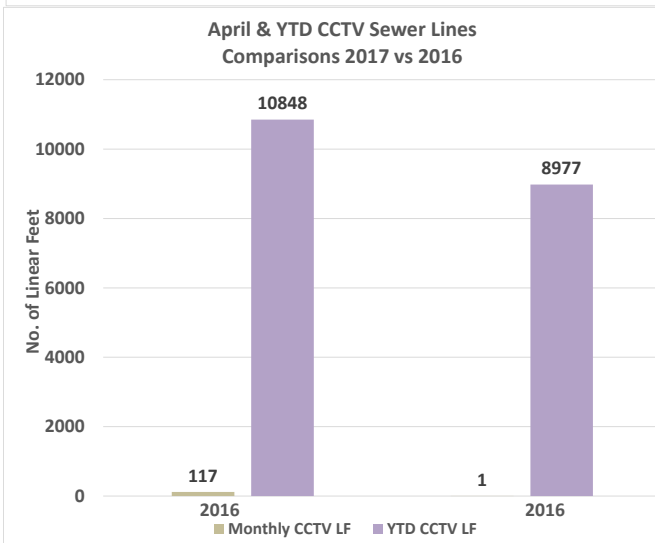
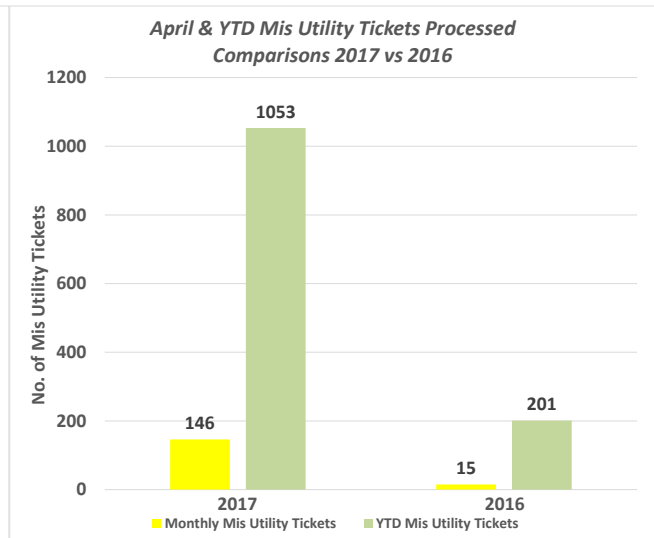
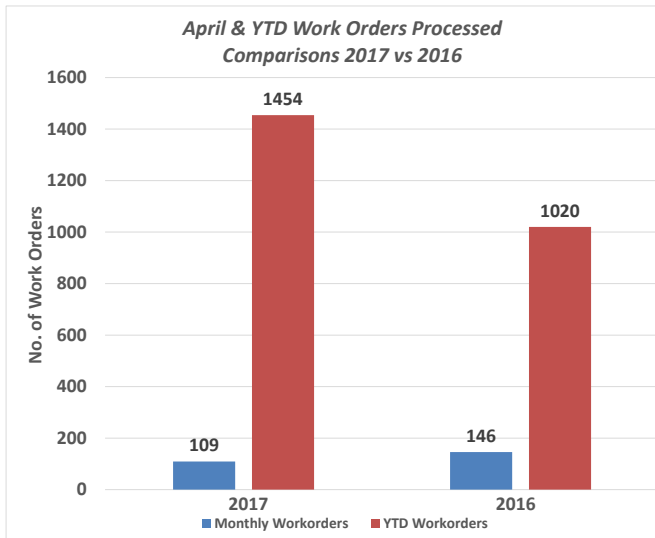
Began the Pilot Pedestrian Crosswalk Safety Program at Main Street and 21st Street.
Completed Unidirectional Flushing Program Townwide.

**MAINTENANCE DEPARTMENT
MONTHLY OPERATIONS REPORT
FOR THE MONTH OF: APRIL 2016
PREPARED: MAY 2016**

MEASURE	MONTH	UNITS	FY YTD	UNITS
WORK ORDERS (W.O.) PROCESSED	146	#	1020	#
STAFF HOURS REQUIRED FOR W.O.	505.95	HRS.	4936.75	HRS.
NON-CORE DUTIES HOURS	46.5	HRS.	66.5	HRS.
CD. MAN HOURS REQUIRED FOR WO	459.45	HRS.	4870.25	HRS.
PM FIRE HYDRANTS	0	#	0	#
EMERGENCY FIRE HYDRANT REPAIR	0	#	1	#
PM VALVE EXERCISED	0	#	0	#
SEWER LINE CLEANED	0	L. FT.	10,427	L. FT.
CCTV SEWER LINE	1	L. FT.	8977	L. FT.
# OF WATER BREAKS	1	#	10	#
# OF SEWER BACKUPS	1	#	3	#
# OF CLEANOUTS INSTALLED	203	#	806	#
# OF MIS UTILITY TICKETS	15	#	201	#
# OF METERS READ	2	#	62	#
# OF METERS SHUT OFF	2	#	52	#
# OF METERS TURNED ON	0	#	2	#
# OF REPLACED METERS	0	#	28	#
# OF REPLACED REGISTERS	17	#	19	#
# OF NEW ACC. METER INSTALLS	17	#	89	#
# OF LEAK CHECKS	2	#	63	#
# OF REPLACED MIUs (Radios)	13	#	98	#
BULK WATER SALES	0	Gallons	5	#
CUSTOMER COMPLAINTS	100	#	100	#
WATER COMPLAINTS REC'D	2	#	2	#
WATER COMPLAINTS RESOLVED	100	%	100	%
SEWER LINE CLEANED	0	#	6,022	#
BULK WATER SALES-QTY.	349.8K	%	1,110,700	%
BULK WATER SALES-\$	\$5,000.01		\$7,879	

ACCOMPLISHMENTS

In conjunction with water treatment plant staff stayed all night on 4/20/16 to repair water line
Replaced white oak tree on Nursery Avenue.



**WATER RECLAMATION FACILITY
MONTHLY OPERATIONS REPORT
FOR THE MONTH OF: APRIL 2017
PREPARED: MAY 2017**

MEASURE	MONTH	AVG./DAY
INFLUENT FLOW	18,876,000 GAL	582,900 GAL
EFFLUENT FLOW	20,246,000 GAL	576,400 GAL
MAXIMUM DAY INFLUENT	1,016,900 GAL	
FERRIC CHLORIDE	1,406 GAL	45 GAL
CITRIC ACID	142 GAL	GAL
SODIUM HYPOCHLORITE	318 GAL	41 GAL
METHANOL	1,292 GAL	40 GAL
RAIN	2.70 IN.	0.09 IN.

MONTHLY TOTAL NUTRIENT DISCHARGE

TOTAL NITROGEN	40 LBS.
TOTAL NITROGEN YTD	343 LBS.
AVG. DAILY NITROGEN	1.33 MG/L
VPDES NITROGEN LIMIT	4.0 MG/L
TOTAL PHOSPHORUS	26 LBS.
TOTAL PHOSPHORUS YTD	83 LBS.
AVG. PHOSPHORUS DAILY	0.15 MG/L
VPDES PHOSPHORUS LIMIT	0.3 MG/L

ACCOMPLISHMENTS

Toby Small attended a U.S. EPA sponsored National Capital Region Water/Wastewater Agency Response Network functional exercise.
Semi-Annual Membrane Train recovery Cleans have been Finished

**WATER RECLAMATION FACILITY
MONTHLY OPERATIONS REPORT
FOR THE MONTH OF: APRIL 2016
PREPARED: MAY 2016**

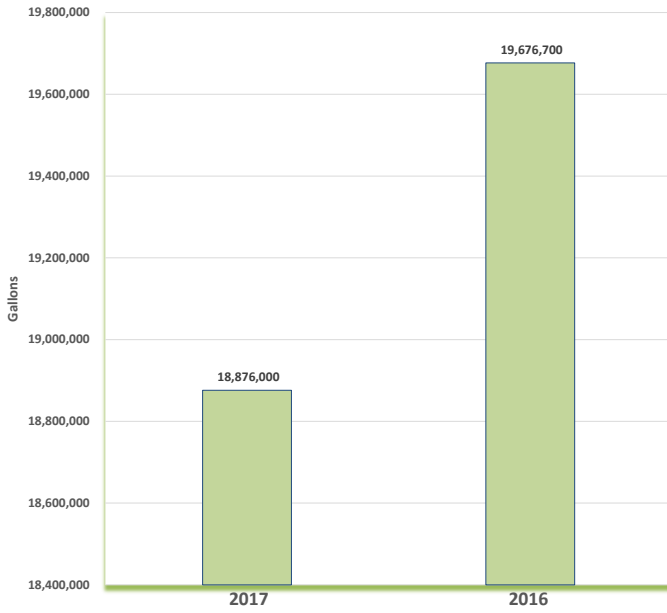
MEASURE	MONTH	AVG./DAY
INFLUENT FLOW	19,676,700 GAL	655,900 GAL
EFFLUENT FLOW	20,489,000 GAL	683,000 GAL
MAXIMUM DAY INFLUENT	777,000 GAL	
FERRIC CHLORIDE	1,216 GAL	41 GAL
CITRIC ACID	140 GAL	70 GAL
SODIUM HYPOCHLORITE	245 GAL	31 GAL
METHANOL	832 GAL	28 GAL
RAIN	2.10 IN.	0.07 IN.

MONTHLY TOTAL NUTRIENT DISCHARGE

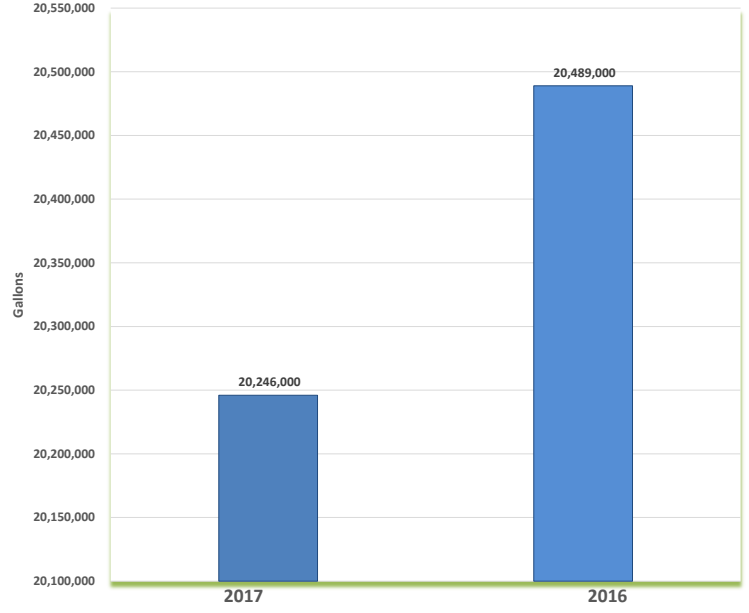
TOTAL NITROGEN	228 LBS.
TOTAL NITROGEN YTD	782 LBS.
AVG. DAILY NITROGEN	1.42 MG/L
VPDES NITROGEN LIMIT	4.0 MG/L
TOTAL PHOSPHORUS	28 LBS.
TOTAL PHOSPHORUS YTD	104 LBS.
AVG. PHOSPHORUS DAILY	0.18 MG/L
VPDES PHOSPHORUS LIMIT	0.3 MG/L

N/A No information available at this time.

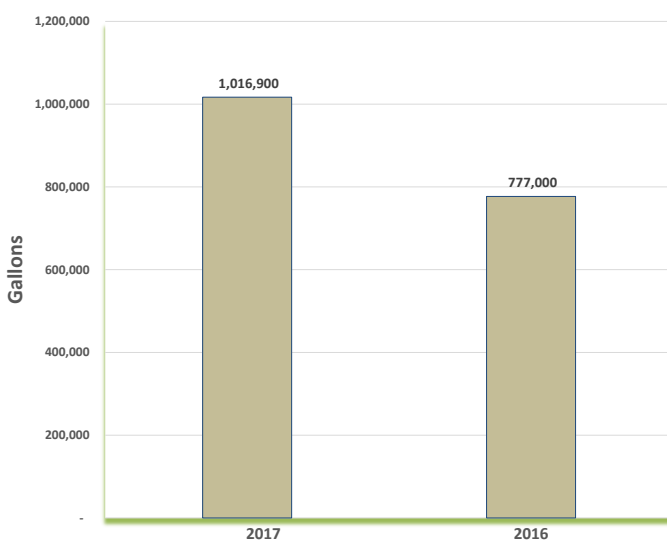
April Influent Flows Comparisons 2017 vs 2016



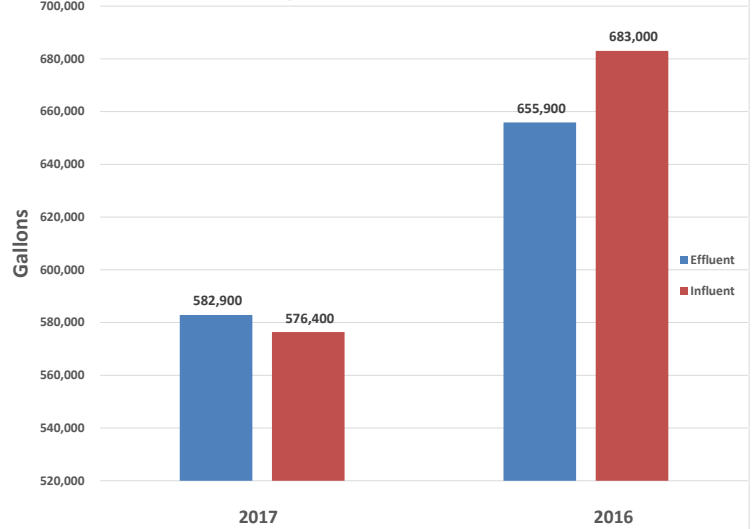
April Effluent Flows Comparisons 2017 vs 2016



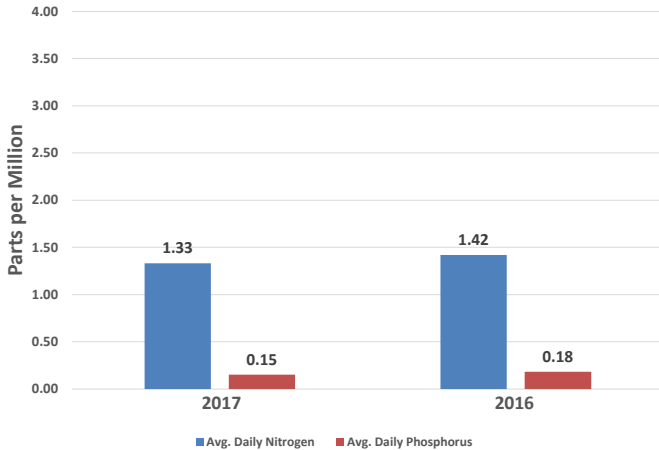
April Max. Daily Flows Comparisons 2017 vs 2016



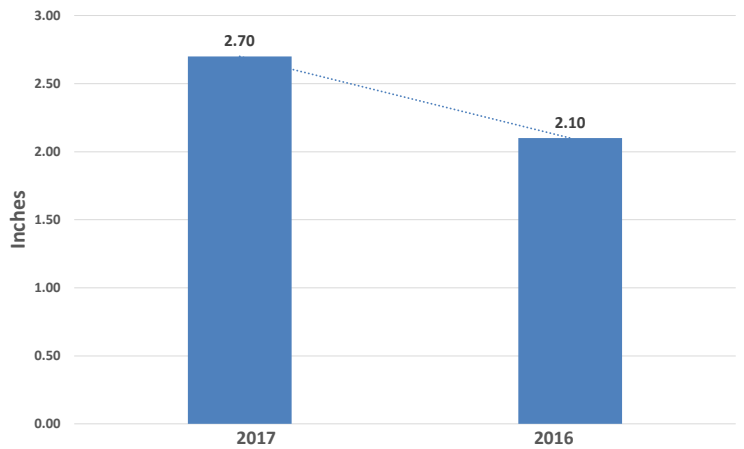
April Average Day Influent & Effluent Flows Comparisons 2017 vs 2016



Average Daily Nitrogen & Phosphorus 2017 vs 2016



Monthly Precipitation 2017 vs 2016



**WATER TREATMENT PLANT
MONTHLY OPERATIONS REPORT
FOR THE MONTH OF: APRIL 2017
PREPARED: MAY 2017**

WATER	MONTH	UNITS	AVG./DAY	UNITS
ALUMINUM SULFATE	2,276.8	lbs.	73.4	lbs.
POLYMER				
METAPHOSPHATE	184.3	lbs.	5.9	lbs.
SODA ASH	2,117.8	lbs.	68.3	lbs.
FLUORIDE (WTP & WELLS)	161.4	lbs.	5.2	lbs.
POTASSIUM PERMANGANATE	57.4	lbs.	1.9	lbs.
CHLORINE (HYPOCHLORITE @ WTP)	246.9	lbs.	8.0	lbs.
CHLORINE RESIDUAL (TANK)			1.7	mg/L
AVERAGE PH (FINISHED)			7.4	SU
BULK WATER SALES	95,100	gals.	3,067.7	gals.
INLINE METER, COOPER SPRINGS	4,164,828	gals.	134,349.3	gals.
JEFFERIES WELL	753,800	gals.	24,316.1	gals.
WATER PLANT GALLONS	9,374,000	gals.	302,387.1	gals.
MARSH WELL	2,083,600	gals.	67,212.9	gals.
MOUNTAIN VIEW WELL	816,700	gals.	26,345.2	gals.
MAIN STREET VILLAGES WELLS (MS-1 & VC)	3,587,400	gals.	115,722.6	gals.
CORNWELL #2 WELL	1,927,510	gals.	62,177.7	gals.
FORBES WELL	1,020,114	gals.	32,906.9	gals.
HIRST #2 WELL	0	gals.	0.0	gals.
TOTAL WATER FLOW	18,809,324	gals.	606,752.4	gals.

RESERVOIR LEVELS: 31-Mar-2017
 FRONT LAKE: 5.48'
 BACK LAKE: 5.22'

RAINFALL: 3.23"

ACCOMPLISHMENTS

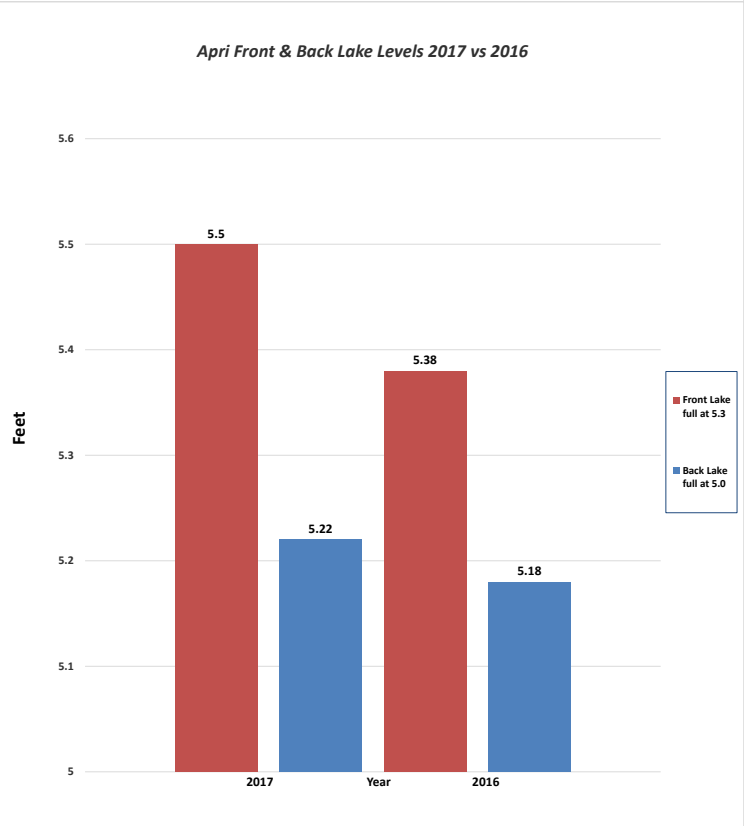
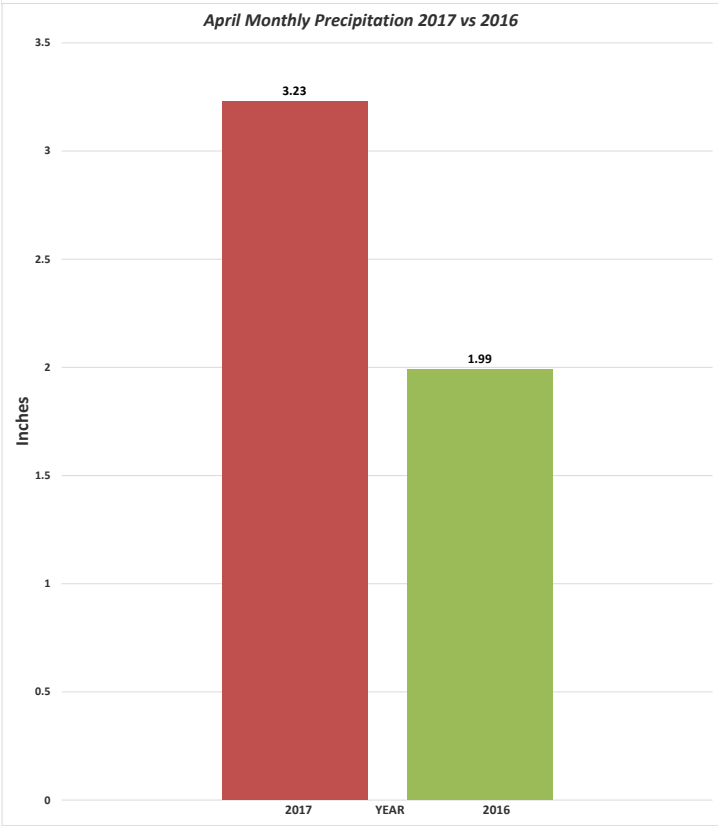
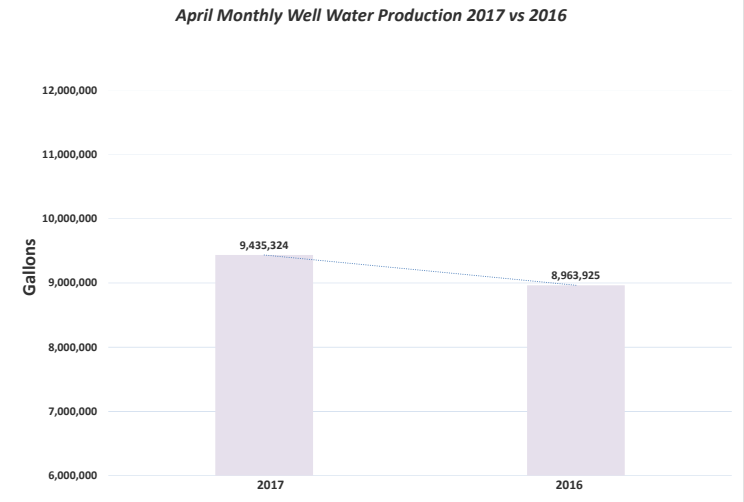
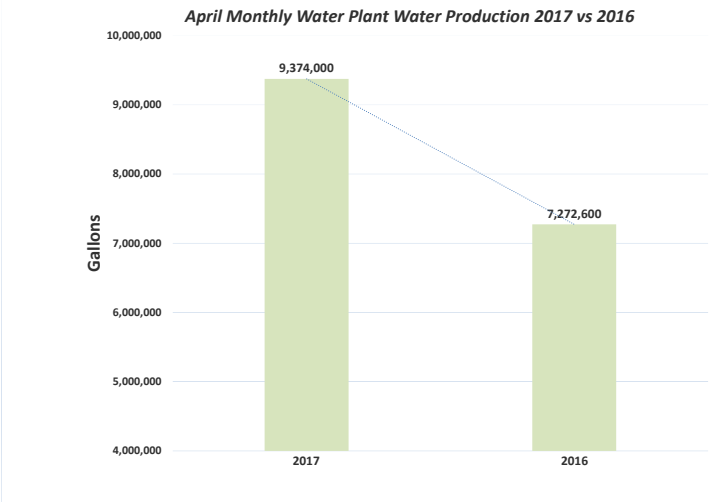
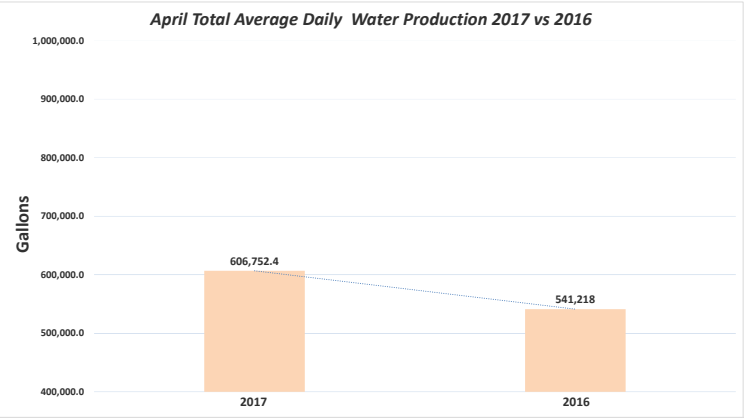
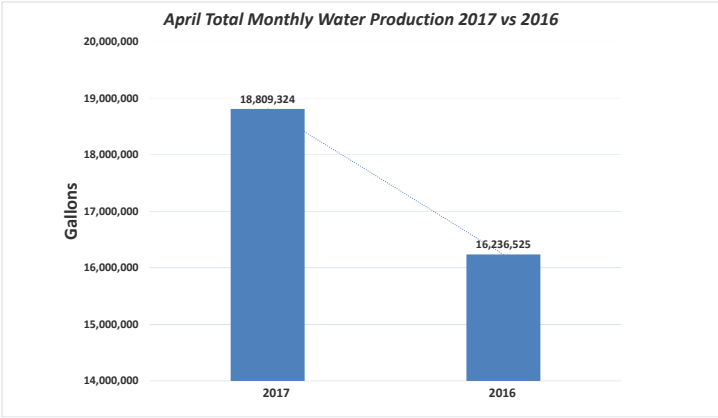
NPDES Discharge Monitoring Report due 05/10 was submitted electronically on 05/10/17
 VDH ODW Monthly Operating Report due 5/10 was submitted electronically on 5/10/2017
 Four Weekly Water Production Reports were completed

**WATER TREATMENT PLANT
MONTHLY OPERATIONS REPORT
FOR THE MONTH OF: APRIL 2016
PREPARED: MAY 2016**

WATER	MONTH	UNITS	AVG./DAY	UNITS
ALUMINUM SULFATE	1,456.2	lbs.	48.5	lbs.
POLYMER				
METAPHOSPHATE	90.2	lbs.	3.0	lbs.
SODA ASH	1,478.6	lbs.	49.3	lbs.
FLUORIDE (WTP & WELLS)	168.2	lbs.	5.6	lbs.
POTASSIUM PERMANGANATE	32.3	lbs.	1.1	lbs.
CHLORINE (HYPOCHLORITE @ WTP)	189.0	lbs.	6.3	lbs.
CHLORINE RESIDUAL (TANK)			1.7	mg/L
AVERAGE PH (FINISHED)			7.4	SU
BULK WATER SALES	224,900	gals.	7,497	gals.
INLINE METER, COOPER SPRINGS	3,805,214	gals.	126,840	gals.
JEFFERIES WELL	0	gals.	0	gals.
WATER PLANT GALLONS	7,272,600	gals.	242,420	gals.
MARSH WELL	2,231,700	gals.	74,390	gals.
MOUNTAIN VIEW WELL	912,600	gals.	30,420	gals.
MAIN STREET VILLAGES WELLS (MS-1 & VC)	2,966,700	gals.	98,890	gals.
CORNWELL #2 WELL	1,813,272	gals.	60,442	gals.
FORBES WELL	1,039,653	gals.	34,655	gals.
HIRST #2 WELL	0	gals.	0	gals.
TOTAL WATER FLOW	16,236,525	gals.	541,218	gals.

RESERVOIR LEVELS: 31-Mar-2016
 FRONT LAKE: 5.38'
 BACK LAKE: 5.18'

RAINFALL: 1.99"



This page intentionally left blank



STAFF REPORT **INFORMATION**

Item #11c

SUBJECT: Economic Development Report

DATE OF MEETING: May 23, 2017

STAFF CONTACTS: Patrick Sullivan, Community Development

SUMMARY and RECOMMENDATIONS:

April 2017 Economic Development report.

BACKGROUND:

This is the monthly report prepared by Community Development. The report provides updates as to different ongoing economic/building projects, public and private. The report also includes occupancy permits issued within the past month.

Each month a list of new business occupancies including the number of new employees/jobs created is detailed. The business occupancies are broken down between Home Occupancies and regular Commercial occupancy.

The report further includes an ongoing tally of the day-to-day workings of the Community Development Department such as permits issued, site plans received, lawn complaints, illegal signs, subdivisions, annexation applications, etc.

Red text in the report indicates new information.

ATTACHMENT(S):

1. April 2017 Economic Development Report.



**Department of Community Development
Department Update – 4/30/17**

Zoning Activity Summary. Current zoning and planning activity within the Department of Community Development. Table A below provides a summary of the ongoing applications. More detailed information follows the table in narrative form.

Legend: UR – Under Review; WOA – Waiting on Applicant; CDA – Certificate of Design Approval

Table A			
Current Projects			
Applicant/Project Name	Location/address	Review Type	Status See Legend at end of matrix
7-Eleven, Core States Group	700 E Main Street	Lot Consolidation	UR
7-Eleven, Core States Group		Special Use Permit for additional of pumps & larger canopy	WOA
Ball Property Development	32 nd Street	By-right Residential Subdivision for 19 Single Family Detached Houses	UR
Beckstrom Electric	Lot 1, Mayfair Industrial Park	Minor Site Plan for storage lot	Easement recorded on 4/13/17 and site plan released.
Blue Ridge Veterinary Clinic	Lot 10, Mayfair Industrial Park	Special Use Permit for a kennel	UR
Matuszko Farms LLC/McKim	Lot 4, Mayfair Industrial Park	Site Plan	UR
Morgan Meadows	N Hall Ave	Prel. Plat of Subdivision – 5 residential lots	Approved 8/24/16 Boundary Line Adjustment UR
McDonalds Corp.	N Maple Avenue	Site Plan	Approved 7/13/16 Temporary Occ. extended on 5/1/17 Final Occupancy issued on 5/9/17.
Old Purcellville Firehouse	130 S 20 th Street	Minor Site Plan – Parking lot installation	Site Plan approved on 4/7/17. Zoning permit for parking lot issued on 4/11/17.
O'Toole	37935 Colonial Hwy	Rezoning Comp Plan Amend Special Use Permit for Assisted Living Facility	WOA WOA UR
Purcellville Children's Academy	120 Ken Culbert Lane	Site Plan	UR
Purcellville Motorsports	405 Browning Court	Site Plan	Approved 4/7/08 Zoning permit may be issued after payment of w&S availabilities.
SunTrust Bank	165 Purcellville Gateway Drive	Site Plan	Zoning Permit for new construction approved on 5/2/17

Truck'n America	Lot 3, Mayfair Industrial Park	Site Plan – Retail	UR
Valley Storage – Mini-warehouse climate controlled facility	Lot 6F - 37231 Richardson Ln	Site Plan	UR
Vineyard Square	130-148 21 st	Site Plan New construction	Approved 3/1/16
Virginia Regional Transit	Browning Court	Special Use Permit	Concept Plan resubmitted by applicant for review by Planning Commission.
Village Case		Comprehensive Plan Amendment	UR
Village Case		Proffered Condition Amendment	UR
Warner Brook	Purcellville Rd	Annexation	UR

Legend: UR – Under Review; WOA – Waiting on Applicant; CDA – Certificate of Design Approval

Table B

Commercial/Industrial Zoning Permits Issued or Under Review

Applicant/Project Name	Location/address	Review Type	Status See Legend at end of matrix
INOVA	740 S Main Street	Occupancy Permit	UR – Public Works
Tasos Vatikiotis – Purcellville Theater	860 E Main Street	Interior fit-up, Suite I, 2 nd Floor	Approved 4/26/16
Select Property Management/ Purcellville Firehouse	130 S 20 th Street	Interior Future Tenant Fit-up	Approved 5/9/16 Parking lot zoning permit issued 4/11/17
Smokin Willy	201 N. Maple Avenue	Interior Fit-up for expansion and renovations	Approved 4/21/17
Supercuts	1201 Wolf Rock Drive, #155, Catoctin Corner	Interior Fit-up for hair salon	Approved 4/26/17
Lin Sutphin	117 N. Bailey Lane	Interior Fit-up for a medical office	Approved 4/27/14
Dunkin' Donuts	1200 Wolf Rock Drive, Catoctin Corner	Restaurant with drive-thru	UR

Table C

Commercial/Industrial Occupancy Permits issued

Applicant/Project Name	Location/address	Review Type	Date of Approval	Employees
Southern States	221 N. 21 st Street	New building at existing location	4/17/17	
Two River Yarns	500 E. Main Street	Relocated	4/12/17	

Wolford & Chin	117 N. Bailey Lane	Office	4/26/17	3
Home Based Business – Permits Issued				
Homes for Leaders, LLC – Kathryn Sink	620 Kinvarra Place	Consulting	4/5/17	1
Benefit Consulting Services – Kenneth R. Sink	620 Kinvarra Place	Consulting	4/5/17	1
Clear View Forestry – John J. McNamara	823 Kinvarra Place	Office	4/18/17	1
TMI Construction – Blair L. Tucker	941 Devonshire Circle	Office	4/21/17	1
New Employees		Year to Date	Month of March	
		50	7	

Legend: UR – Under Review; WOA – Waiting on Applicant; CDA – Certificate of Design Approval

PUBLIC/TOWN PROJECTS:

None at this time.

BUSINESS RELATED PROJECTS:

Approved:

1. Catoctin Corner – E. Main Street and Rt. 287 N.

- Site plan submitted on 1/18/13 for a shopping center.
- Applicant submitted Traffic Analysis on May 14, 2014.
- Grading Plan has been submitted and is being reviewed by the County and the Town. 3rd submission received on 2/17/15 and was sent out for review.
- Review comments sent to applicant on 3/5/15. Waiting for final approval from Loudoun County.
- Grading plan approved on 7/8/15. Clearing has begun and a construction entrance has been established. Staff has been discussing site plan process with the applicant. Construction plans received on 9/4/15 and site plan received on 9/25/15. Both applications are under review.
- Proposed gas station has been preliminarily reviewed by the BAR. Certificate of Design for the gas station/convenience store approved by BAR on 11/17/15.
- An application for another new building at the shopping center was submitted for BAR review on 1/11/16.
- The BAR approved the design of 2 of the buildings at their 2/16/16 meeting and will be reviewing 3 additional new buildings and a dumpster enclosure at their 3/15/16 meeting.

- At the 3/15/16 BAR meeting, design approval was given to 3 buildings and the accessory dumpster enclosures.
- Site Plan and Construction Plans are under still review.
- Last building design will be reviewed by the BAR at their May meeting.
- CDA have been issued for all buildings. As applicant acquires proposed tenants some revisions to building designs are being proposed.
- Various deeds and plats for easements/vacations of easements have been submitted for review. Reviewed by Town Attorney and comments sent to applicant. Deed and plats approved as to form. Waiting for executed copies of deeds from the applicant.
- SUP submitted to shift the location of an approved drive-thru restaurant from the rear of property to prominent location adjacent to the project entrance off of Business 7. Planning Commission held public hearing on 8/4/16. Public hearing was continued to 8/18/16. Planning Commission did not recommend approval to Town Council.
- Construction Plans bonded 7/14/16 and approved 9/20/16.
- Site Plan bonded 7/2/16 and approved 10/6/16.
- Boundary Line adjustment recorded 11/17/16
- Easements recorded 11/18/16.
- Water and sewer availabilities paid on 12/12/16 for 1200 Wolf Rock Drive (Bldg. 3 & 4); 1201 Wolf Rock Drive, (Bldg. 1A, 1B, & 2); and 1230 Wolf Rock Drive (Bldg. 9). Zoning permits for these buildings are under review.
- Zoning permits for 1200, 1201 and 1230 issued on 12/21/16.
- Building 3&4; Building 1A, 1B & 2; Building 6A & 6B; and Building 7 are on the 3/21/17 BAR agenda for amendments.
- **BAR approved amendments on 3/21/17.**

2. **Mayfair Industrial** – East Nichols Lane.

- Construction plans submitted on August
- 28, 2014 for the industrial use section of the Mayfair development. Plans are under review.
- Second submission with response to comments received from applicant on 12/29/14 and has been sent out for additional review. Additional review comments have been sent to applicant.
- Third submission of construction plans received on 3/6/15.
- Record Plat submitted on 2/25/15.
- Fourth submission of construction plans received on 4/15/15 and sent out for review on 4/16/15.
- Grading and land prep has begun. All remaining comments on construction plans sent to applicant 5/21/15.
- Construction plans approved 6/18/15.
- Revisions to construction plans submitted on 6/18/15 and have been sent out for review.
- Record plat resubmitted on 5/8/15. The revisions to construction plans were approved on 9/16/15.

- Record plat approved and recorded. Performance bond is being processed.
- Performance bond approved.
- Site Plan revision is currently under review.
- Site Plan revision approved on 7/13/16.

3. Vineyard Square – 130-148 21st Street.

- Nine demolition permits were issued on November 5, 2014 and demolition has begun on some of the sheds and accessory buildings.
- Site Plan submitted on 12/30/14 and was sent out to review agencies on that day. Review comments distributed on 1/30, 2/11 and 2/12/15.
- Second submission received on 3/3/15.
- Zoning Determination provided on March 13, 2015. Appeal of Zoning Administrator's determination to the BZA regarding BAR approval was received on April 10, 2015. Appeal to be heard by the BZA on July 1, 2015. Zoning Administrator's determination that the CDAs remain valid was upheld by the BZA on July 24, 2015. Waiting on site plan resubmission from applicant. The BZA decision was appealed to the Circuit Court.
- Third submission of the site plan was submitted on 8/7/15 and is under review.
- Applicant submitted 2 Deeds of Easement and Vacation for the project on 8/26/15. Public Works and Community Devel. Departments met with the applicant on 8/31/15 to discuss the site plan. Site plan ready for approval after easements are finalized.
- Easements have been recorded, bonds have been approved and site plan has been signed 3-1-16.
- Court case complete. ZA prevailed. 4-25-16.

4. McDonalds Restaurant – 121 N. Maple Avenue.

- Certificate of Design approval was issued on August 19, 2014 for the construction of a new restaurant building at the current site.
- McDonalds has also submitted special use applications for a restaurant over 4,000 square feet and for a drive through at the same location.
- Planning Commission held a public hearing and recommended approval to the Town Council on 11/6/14.
- Following a public hearing, Town Council approved the special use permit applications on 12/9/14.
- Site Plan received on 12/9/14 and is under review. All review comments were received by January 27, 2015.
- 2nd submission received on 2/24/14 and was sent out for review on 2/25/15.
- Applicant requested a 120 day site plan extension which was granted. No news. Application will be put back in the active category when resubmitted. Still expect this to go forward sometime this year.
- Submitted a new application to the BAR for construction of a new building at their current site. This application will be reviewed at the BAR's March 15, 2016 meeting.

- BAR approval was issued on 3/15/16.
- Site Plan for the rebuilding of the restaurant submitted 4/15/16 and is under review.
- Lot Consolidation submitted on 4/22/16. Waiting on submission of deed.
- Reviewing Lot Consolidation Deed and plat. Approved.
- Performance Bond received and approved.
- Site Plan approved on 7/13/16. Public Improvements bonded.
- Demolition and zoning permits issued.
- McDonalds plans to reopen prior to Thanksgiving.
- Temporary occupancy issued 12/9/16. Temporary occupancy extended on 1/19/17. Temporary occupancy extended on 2/21/17.
- Temporary Occupancy extended on 5/1/17.
- **Final Occupancy issued on 5/9/17.**

5. Southern States – 261 N 21st Street.

- Site plan submitted on March 25, 2014 for redevelopment of 261 N. 21st Street. Plan is being reviewed for completeness. Site Plan has been sent out to review agencies. Applicant is working on comments.
- Interior fit-up was approved on January 13, 2015 and an application for Board of Architectural Review for exterior renovations to existing building was approved with conditions on February 17, 2015. This is being resurrected and I expect to see an updated application by the middle of January.
- An application was submitted to the BAR on 2/1/16 for review of a new building to be constructed at the site. The existing building is to be demolished.
- The design of the new building has been approved by the BAR and the site plan is still under review.
- BLA/Lot Consolidation and Sanitary Sewer Easement deed and plat are under review. Approved.
- Site Plan approved 8/10/16. Public Improvements bonded.
- Sewer availability must be paid prior to issuance of zoning permits for demolition and new construction.
- Site Plan approved, sewer availability paid, zoning and demolition permits issued on 9/9/16. Store is being temporarily relocated to West Main Street.
- Temporary occupancy issued on 3/16/14.
- **Final occupancy issued on 4/17/17.**

6. Purcellville Motorsports – 405 Browning Court

- Site Plan approved 4/7/08.
- BAR approval 7/19/16.
- Public Improvement and landscape bond are to be submitted. Business utility form under review.
- Bonds submitted and under review.
- **Bonds approved. Zoning permit may be issued upon receipt of water and sewer availabilities.**

7. **Beckstrom Electric** – Lot 1, Mayfair Industrial Park

- Minor Site Plan submitted on 5/23/16 for a fences storage lot to be located on Lot 1 of the Mayfair Industrial Park.
- Comments following completeness review by the Town were sent on June 8, 2016
- Applicant responded and plan currently under review by Town staff.
- Minor Site Plan sent out to review agencies on 8/26/16.
- Review comments sent to applicant.
- Applicant resubmitted on 11/2/16. Under review.
- Storm drainage easement required by Loudoun County VSMP.
- Comments sent to applicant's attorney. WOA to resubmit.
- Applicant resubmitted easement and it is under review.
- Bond submitted and approved.
- Site Plan ready for release. WOA to record easement.
- **Easement recorded 4/13/17 and site plan released.**

7. **SunTrust Bank** – 165 Purcellville Gateway Drive.

- On 2/7/12 a zoning permit was issued for the construction of a bank in the Gateway Shopping Center, a stand-alone building at this site.
- BAR approved the revised building design on March 18, 2014.
- Site plan is under review. Project has been pushed back to the fall. No resolve in sight. Still hoping for a change in status.
- Have received word that Sun Trust is expected to activate their application in the near future.
- Applicant has requested that the application become active.
- Building design will be reviewed by BAR at their 8/16/16 meeting.
- BAR issued a certificate of design approval for the bank building at their 8/16/16 meeting.
- Site Plan Revision submitted on 10/4/16. Submission sent out to review agencies on 10/18/16.
- Site Plan resubmitted on 12/12/16 and went out to review agencies on 12/28/16.
- Comments have been addressed and applicant is to submit signature sets.
- Waiting on bond approval.
- **Site Plan approved and zoning permit issued on 5/2/17.**

IN APPLICATION PROCESS:

1. **Warner Brook, LLC** – Purcellville Road.

- Application submitted requesting annexation of two parcels (PIN#s 487-38-8931 and 487-28-1679) totaling 131.29 acres located at 17100 Purcellville Road just north of the Route 7 Bypass.
- Departments are reviewing the application.

- Waiting on applicant to provide a fiscal impact analysis.
2. **Virginia Regional Transit** – SUP application for commuter parking lot.
- Text Amendment approved for commuter parking in the CM1 district.
 - Waiting on applicant to apply for SUP.
 - Special Use Permit application submitted on 8/12/16. Under review.
 - Planning Commission public hearing on this application is scheduled for 2/16/17.
 - Public hearing was held by Planning Commission. Application will be on the 3/16/17 PC agenda for further review.
 - On 3/16/17, Planning Commission recommended to Town Council approval with conditions.
 - Town Council returned application to Planning Commission for further review following public hearing.
 - Applicant resubmitted plan on 5/12/17.
3. **O'Toole Property** - (37935 Colonial Highway)
- Rezoning and Comprehensive Plan Amendment submitted.
 - Comments sent to applicant – waiting for resubmission
 - Resubmission received 7/5/16 that included revised Statement of Justification, Response to review comments, Proffer Statement, Economic and Fiscal Impact of Commercial Use of the Property, Proposed Design Guidelines, and Traffic Impact Analysis.
 - Documents distributed for review.
 - Review comments sent to applicant. WOA to resubmit.
5. **Purcellville Children's Academy** – 120 Ken Culbert Lane
- BAR will review on 8/16/16 the design of a new commercial building proposed on the east side of Ken Culbert Lane.
 - Applicant is to resubmit for further review.
 - Pre-application meeting held on 10/3/16 to discuss a proposed child daycare facility.
 - Purcellville Children's Academy submitted a site plan on 1/11/17 for the construction of a new building.
 - Site Plan was sent out for review on 1/19/17.
 - Site Plan resubmitted on 4/10/17. UR
 - Right of Way Dedication submitted on 4/10/17. UR
 - Easements deed and plat submitted. UR
6. **Valley Storage - Mini Warehouse Climate Controlled Storage Facility** - Lot 6F, Valley Industrial Park, 37231 Richardson Lane
- Submitted incomplete plans on 11/5/15 so plans were not accepted. Applicant was notified of deficiencies
 - Site plan resubmitted and fees received on 8/24/16.
 - Plans sent to review agencies on 8/25/16.

- Comments have been sent to applicant.
- On 12/13/2016, Town Council voted that an assumption of 90% impervious coverage on the lots draining to this lot is an unacceptable risk to the Town and 100% impervious coverage should be assumed.
- Waiting on applicant to resubmit.
- Building will be on the 3/21/17 BAR agenda.
- Pre-application discussion at 3/21/17 BAR meeting. Applicant will resubmit.
- Site Plan resubmitted on 3/30/17. UR

7. **Village Case**

- Comprehensive Plan Amendment and Proffered Condition Amendment submitted on 8/2/16. The request is to amend the development of the “village center” undeveloped lot to construct 7 new single family residential units and to amend the development of an undeveloped church lot to construct 17 new single family residential units.
- Applications have been sent out to review agencies.
- Waiting on applicant to resubmit.
- Application has been resubmitted and is under review.

8. **Matuszko Farms, LLC/McKim** – Lot 4, Mayfair Industrial Park

- Site Plan submitted 3/3/17. UR
- **On Hold**

9. **Truck’n American** – Lot 3, Mayfair Industrial Park

- **Site Plan submitted for new construction.**

Other Projects and their status:

1. **Mayfair Residential** – Purcellville Road/Route 611.

- Record Plat submitted on October 21, 2014 for the residential dwelling units located on Brookfield property annexed north of Town. Construction plans are under review for the 254 residential planned development and the 8 lot residential subdivision.
- 3rd submission of construction plans was received on 2/4/15 and comments sent on 3/16/15.
- Record Plat comments sent to applicant on 3/26/15.
- Site plan for Route 611 road work was approved on 3/31/15.
- Fourth submission of construction plans was received on 4/21/15 and sent out for comments on 4/22/15. Grading and clearing has begun.
- Construction plans approved on 5/15/15.
- Amendment submitted on 5/20/15 and sent out for review.
- Third submission of record plat received on 5/6/15. Amendment approved on 9/11/15.

- Second amendment to the construction plans was submitted on 9/23/15 and is under review.
- Amendments to the plans have been approved. Record plat approved and recorded. Performance bond is being processed.
- Performance bond submitted and zoning permits were issued on 12/18/15 for 16 townhouse units.
- Zoning permits have been issued for the construction of 4 single family homes.
- Brookfield is continuing to apply for residential zoning permits for this development. The first townhouse occupancy was issued 4/28/16.
- Waiting on applicant to submit the \$177,636.07 proffer for transportation improvements prior to the issuance of the 50th zoning permit.
- Proffer payment received.
- 67 single family zoning permits and 60 single family occupancies have been issued.
- Waiting on the submission of a transportation proffer before the 75th zoning permit can be released.
- Transportation proffer received on 2/8/17.
- Brookfield has purchased 100 water and sewer availabilities to date and 100 zoning permits have been issued for new residences.
- Brookfield has applied for 109 zoning permits and paid for 109 water and sewer availabilities as of 4/5/17.
- Brookfield has applied for 109 zoning permits and paid for 109 water and sewer availabilities as of 4/5/17.
- Brookfield has applied for 120 zoning permits and paid for 120 water and sewer availabilities as of 5/8/17.

2. **Morgan Meadows (formerly Beauma Meadows)** – N Hall Avenue.

- Record plat for a 5 lot subdivision located between Hall Avenue and 26th Street was received on 4/2/15.
- Applicant requested a 6 month extension which was granted.
- This is still semi active.
- Submitted an updated preliminary Plat for a 5 lot subdivision on 4/2/15. Is under review.
- Waiting on final submittal.
- Preliminary Subdivision Plat approved on 8/24/16.
- Boundary Line Adjustment submitted. Waiting on fee.
- Boundary Line Adjustment UR

3. **Ball Property Development/Subdivision** – 32nd Street

- Construction Plans & Profiles submitted on 3/21/17
- Additional fees submitted on 4/10/17
- Completeness review completed.
- Construction Plans are currently UR

PROJECTS ON HOLD:

None

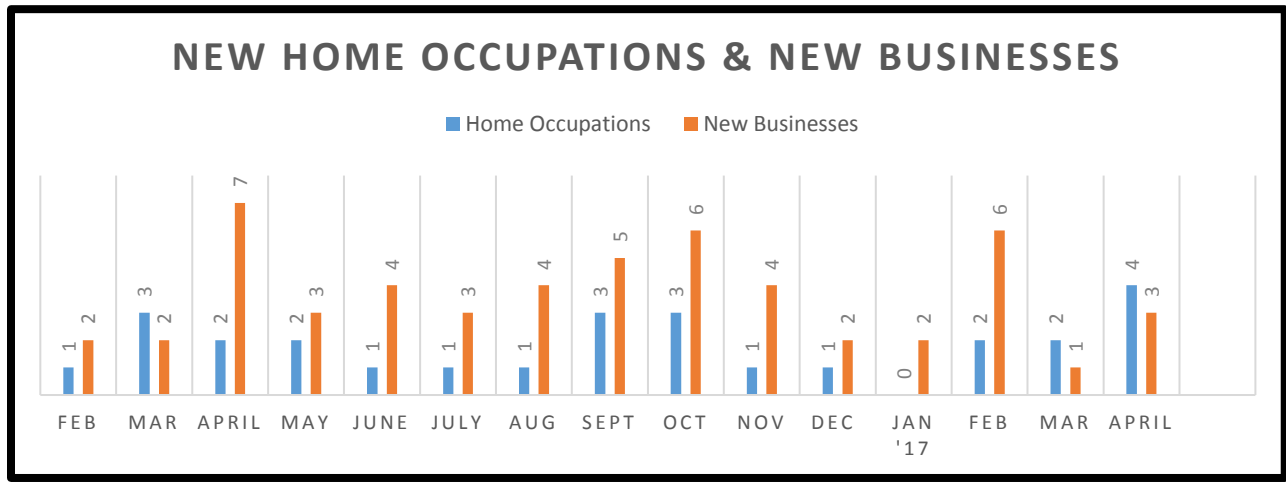


Chart I: New Businesses and Home Occupations

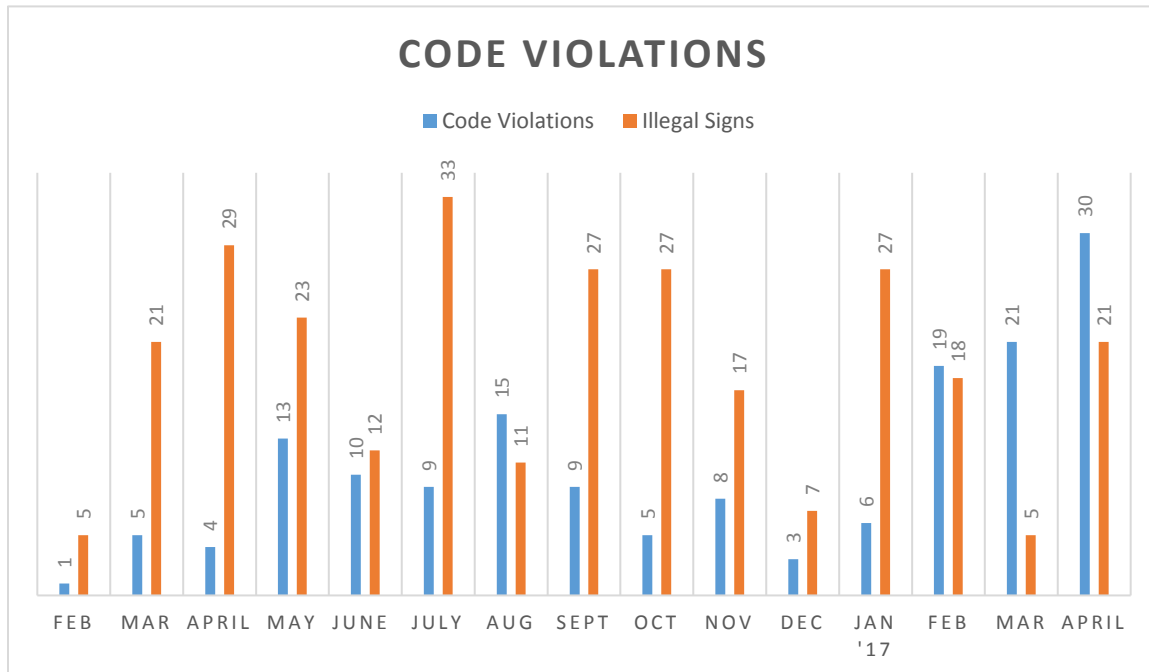
2017 Year-to-Date and Current Month Permits Summary:

	<u>2017 Year to Date</u> <u>Total</u>	<u>Month of April</u> <u>Total</u>
Commercial/Industrial (does not include temporary)	12	3
Home-Based businesses	8	4
	<u>2017 Year to Date</u> <u>Total</u>	<u>Month of March</u> <u>Total</u>
<u>Permits Issued</u>		
Zoning Permits (general permits)	114	25
Occupancy Permits (not temporary)	28	5
Temporary Occupancy Permits	4	
Sign Permits – Temporary	15	4
Sign Permits – Permanent	17	2
Sign Waivers		
Zoning Determination Letters	1	
Zoning Clearance Letters	6	2

	<u>2017 Year to Date</u>	<u>Month of April</u>
	<u>Total</u>	<u>Total</u>
Requests		
Special Use Permits	2	1
BAR – Certificates of Design	10	2
BAR – Pre-application discussions	2	1
Variances		
Annexations		
Rezoning		
Comprehensive Plan Amend.		
Proffered Condition Amendment		
Boundary Line Adjustments	1	
Lot Consolidations		
Site Plans	3	1
Site Plan Amendments/Revisions	1	
Minor Site Plans		
Special Exceptions		
Construction Plans	1	
Construction Plan Amendments		
Preliminary Subdivision Plats		
Minor Subdivision Plats		
Preliminary Subdivision Plat Revisions		
Commission Permits		
Easement Plats	2	
Record Plats		
Grading Plans		
Zoning Ordinance Amend. Request		
County Referrals		

Complaints/Violations for the month of April, 2017

Lawn Complaints (Tall Grass)	12
Code Violation Warnings	18
Formal Notices of Violation issued	0
Illegal signs confiscated in the Town's right of way	21
Unresolved violations	1
Resident Complaints (not tall grass)	0



Violations increased due to the fact that we are now monitoring overgrown lawns.

Chart II: Code and Sign Violations

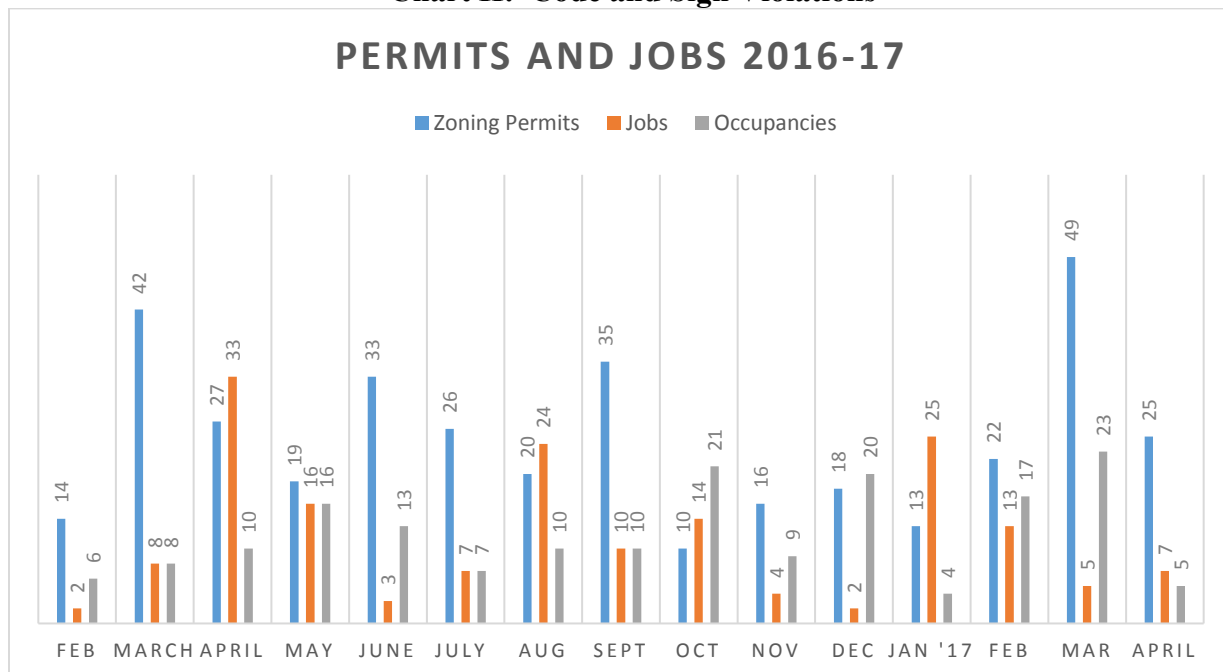


Chart III: Trends for Zoning Permits, Occupancy Permits and Jobs

Departmental Initiatives.

Comprehensive Plan Update. Project management plan was approved by the Planning Commission on May 7, 2015. Town Council approved the selection of McBride Dale Clarion to provide planning services for the Comprehensive Plan Update. For up to date information see www.planpurcellville.com.

The Economic Development Advisory Committee has completed a strategic tourism plan. The committee has initiated action items to begin implementing the plan. The initiatives are: preparing an events calendar for the Town, utilizing the Gazebo on 21st Street as an information kiosk, and helping with the production of a marketing video for the Town website. Work continues on these initiatives. EDAC is helped with a very successful painted wine barrel initiative. In addition the committee has reviewed, at Council's request, The RSR Gateway Annexation request, the Shop Local Program, business surveys, business vacancies and the Special Events Ordinance and other economic initiatives that the Town might consider.

The EDAC committee meets the first Tuesday of every month at 7PM in Town Hall and welcomes public input and participation.

This page intentionally left blank



STAFF REPORT
DISCUSSION ITEM

Item # 11.d

SUBJECT: Linking Pay Raises with County or State Raises

DATE OF MEETING: May 23, 2017

STAFF CONTACT: Daniel C. Davis, Assistant Town Manager
Sharon Rauch, HR Manager

SUMMARY and RECOMMENDATION:

Council Member Cool has made a recommendation to the Town Council that future pay raises for Town employees be tied to raises provided by Loudoun County or the Commonwealth of Virginia for their respective employees. This item is to provide information and allow for Council discussion. Staff recommends that any future decision be combined with an overall discussion of employee benefits and personnel policy changes.

BACKGROUND:

As part of the budget each year, the Town Manager proposes a level of pay for employees that recognizes employees' hard work and helps ensure competitiveness for recruitment and retention purposes. Nonetheless, these pay raises are not guaranteed and can become the subject of discussions as Town Council looks at balancing the needs of the organization and the input from citizens during the budget process.

As a way to help create a benchmark for pay raises, Council Member Cool has suggested linking future pay raises to pay raises provided by Loudoun County, the Commonwealth, or some other metric.

For the past three years, below are pay raises given by each entity as requested:

Year	Town	County	State
FY 2016	3%	3%	Researching
FY 2017	3%	2.5%	Researching
FY 2018	3%	3%	3%

One challenge with using the state as a metric is that the overall state economy is varies quite differently from the local economy in Loudoun County and Northern Virginia. In addition,

there are a vast array of employee types in the state government. While “general government” employees are the most comparable, the state does provide different raises to different classes of employees.

ISSUES:

One item Council may wish to consider is that staff is currently in the process of reviewing the Personnel Manual and developing recommendations for potential updates and clarifications. The Council may wish to look at all of these topics in a holistic manner so that pay and benefits are considered concurrently as a complete package.

In addition, the Mayor asked for input from staff on this proposal. As of this time, staff from two departments have indicated that, in general, linking pay raises for Town employees to the amount given by the County government is supported. One department in particular noted the desire for stability and consistency. However, in change as proposed may result in some sense of lack of control when the discussion is tied to another organization’s priorities and needs.

In discussions with County management, they have indicated that while this type of arrangement is not typical or has not been seen in other localities, the County does have a history of providing pay increases that are generally representative of what local governments in our region are providing. In that sense, linking Town employee pay raises with County pay raises may ensure a certain level of consistency and continuity with local jurisdictions in our area.



STAFF REPORT
DISCUSSION ITEM

Item # 11.e

SUBJECT: Options for Fiscal Impact Analysis as Part of Comprehensive Plan Update – Development of Fiscal Impact Model

DATE OF MEETING: May 23, 2017

STAFF CONTACT: Daniel C. Davis, Assistant Town Manager
Daniel Galindo, Senior Planner

SUMMARY and RECOMMENDATION:

As part of the Comprehensive Plan Update, the consultants had planned to develop a fiscal impact analysis of the proposed plan, specifically focusing on potential land use changes in (or outside of) the Town. With changes to the scope of the Comprehensive Plan Update and the removal of consideration of areas outside the Town, the fiscal impact analysis will not have as much value as initially expected. The consultant has offered that a Fiscal Impact Analysis Model (or tool) can be developed through this process to achieve Council's goal of understanding the future impact of growth on the Town's operating expenses and utility infrastructure. If Council concurs with this proposal, staff recommends Council give direction to move forward with development of this model using the economic and fiscal impact team as part of the Comprehensive Plan contract.

BACKGROUND:

Since taking office, the Town Council has expressed strong interest in developing a model or tool that will allow the Council to understand the true impact of future growth on the Town's resources. This includes capturing the potential impact of operating expenditures, infrastructure needs, and utility system capacity. Simplistically, the model would allow staff to enter details about a proposed development, and the model would result in net positive or negative impacts to the Town. The assumptions of this model would be guided by staff and Council and could be amended as necessary over the course of years as various factors change.

Originally, the Comprehensive Plan Update was going to look at areas inside and outside of the Town limits, and the fiscal impact partner (TischlerBise) would provide a high-level analysis of the fiscal impact of these potential land use scenarios. Since the execution of the

contract for the Comprehensive Plan Update, the Town Council has revised the underlying assumptions of the process to remove looking at areas outside of the Town limits. Similarly, through the public process, it has become clear that a focus of the Plan will be on protecting many areas of Town and designating limited areas for future managed growth or redevelopment.

Due to these assumption changes, the fiscal impact analysis of the overall Plan Update will be less valuable than originally anticipated. In addition to this, upon the request of Council Member Cool, staff reached out to TischlerBise to see what kind of tool or model they could develop that shows the true impact of potential future growth (whether inside or outside of Town). TischlerBise has done similar activities for other jurisdictions, including Leesburg, Falls Church, Fauquier County, and Henrico County. They are also part of the team doing the County's Comprehensive Plan Update and are familiar with Loudoun's fiscal impact models.

During the FY 2018 Budget Work Sessions, the Town Council has continued to support the idea of developing a long-range model that calculates the impacts of growth on operating costs and infrastructure capacity.

OPTIONS:

At this time in the Comprehensive Plan Update, there are two options for using the knowledge and expertise of the fiscal impact consultant.

OPTION 1:

In conversations with TischlerBise, they believe they can develop the model that Council has been requesting. This could be accomplished by using their currently-contracted hours (as part of the Comprehensive Plan budget) and by adding an additional \$12,000-\$20,000 to this project. They understand the request to look at both operating and capital costs, including infrastructure capacity and needs.

While TischlerBise is not an engineering firm, they do work on infrastructure issues elsewhere and look at the impacts and costs of growth on the utility infrastructure – and they have partners they can bring in as needed to support in this effort if necessary.

The proposed model would take about 4-6 months to develop. As an end result, the Town would “own” the model and be able to manage the underlying assumptions as needed. Further, the model would allow the Town to run concurrent scenarios and see the various impacts of up to three scenarios at a time. Considering the size of Purcellville, the model would be able to run different scenarios based on redevelopment proposals or greenfield/annexation proposals.

This option takes advantage of the current dollars allocated in the Comprehensive Plan Update budget and results in the Town obtaining a fiscal impact tool at a fraction of initially estimated costs. This option also uses the existing knowledge of a key partner in the Comprehensive Plan process so it will likely be cheaper than going with a firm who is not already familiar with the Town.

Staff believes this is a fiscally sound and operationally efficient approach, and staff recommends that Council move forward in this direction.

OPTION 2:

Option 2 for the fiscal impact consultant's remaining work as part of the Comprehensive Plan Update would be to have the consultant team conduct an overall fiscal analysis of the comprehensive plan and include language in the implementation section of the plan on how to do a future fiscal impact analysis, capital improvement planning, and assessment of projects of significance. This may be the preferred option if additional funds are unavailable for the fiscal impact tool or if Council wishes to do a full RFP for development of a fiscal impact tool. The consultants would also be available for an educational work session on these topics if the Town believes that session would be valuable.

BUDGET IMPACT:

The Town already has \$11,800 budgeted in the Comprehensive Plan Update process budget for fiscal impact analysis. TischlerBise has indicated that another \$12,000 should be sufficient to complete the full fiscal impact tool. Staff has recommended planning an additional \$8,000 on top of this amount (for a total additional cost of \$20,000) in case engineering experts or teams are needed to support the infrastructure side of this effort. At this time in the Proposed FY 2018 Budget, the Town Council has approved \$50,000 for this fiscal impact tool, split across three funds. Those funds would be more than sufficient to cover the development of this tool using TischlerBise.

If the Town Council goes with Option 2, then TischlerBise would use their contract dollars to conduct the services described above in Option 2. Then, the Town would need to issue an RFP for development of the fiscal impact tool, which is estimated to cost anywhere from \$30,000-\$50,000.

NEXT STEPS:

Staff believes using TischlerBise to develop the fiscal impact tool would be a productive use of their time and energy and would give the Town Council the tool it needs to analyze future growth requests. If Council concurs, then staff would seek direction in moving forward. Next

steps include amending the Comprehensive Plan Contract to include this additional deliverable from TischlerBise, which would be developed concurrently with the conclusion of the Comprehensive Plan. Staff would use existing budgeted funds and the funds planned in the FY 2018 budget to pay for this expense.

If Council needs more information or would like to discuss further, staff can provide any additional information requested. A decision between Option 1 and Option 2 is requested by the first Council meeting in June so direction to TischlerBise can be provided regarding their role in helping complete the Comprehensive Plan Update.

Should Council wish to give direction now, draft motions are provided below.

DRAFT MOTIONS:

1. I move that the Town Council direct staff to amend the Comprehensive Plan Update scope of work to include development of a full fiscal impact model to be developed by TischlerBise, at a cost not to exceed an additional \$20,000 over the currently approved amount (Option 1 as described above). I further move that staff return to Town Council with draft assumptions prior to final development of the fiscal impact model so that Council can provide input on the proposed assumptions.

OR

2. I move that Town Council direct staff to move forward with Option 2 for the fiscal impact portion of the Comprehensive Plan Update. I further move that an RFP be issued for the development of a fiscal impact model as discussed in the FY 2018 Budget Work Sessions.

OR

3. I move an alternate motion.



STAFF REPORT
DISCUSSION ITEM

Item # 11.f

SUBJECT: Strategic Options for Enterprise Debt Realignment

DATE OF MEETING: May 23, 2017

STAFF CONTACT: Daniel C. Davis, Assistant Town Manager
Elizabeth Krens, Director, Finance Dept.

SUMMARY and RECOMMENDATION:

In discussions of the Town's debt and future debt obligations, the Mayor has requested more concrete information on the next steps and timeline to restructure the Town's utility debt. This process would implement the Council's plan for ensuring the long-term structural balance of the utility funds.

BACKGROUND:

As shown in the Town's annual report of Financial Graphs and Trend Data, the Town has approximately \$41 million in debt in the Water and Wastewater Funds. The Town is facing two major upcoming challenges with this debt. First, a "balloon payment" of approximately \$1.44 million will be due in FY 2021 for the Water Fund. Second, debt service payments in the Wastewater Fund will increase by \$1.3 million in FY 2020 and by an additional \$535,000 in FY 2021, for annual debt service payments of nearly \$3 million in the Wastewater Fund for 10 years.

By restructuring the debt, the Town's Financial Advisor has indicated that approximately \$8 million of cash-flow will be freed up during FY 2018-2025 to help the Town more easily plan for the ongoing debt service payments.

Davenport has provided a presentation about these options, expected timeline, and potential costs in the attached memo. In summary, Davenport anticipates the following timeline:

- If Council concurs, Davenport will reach out to banks for bids on entire amount of Strategic Debt Realignment
- Davenport will return to Council on July 11 with viable options
- If responses from banks are not recommended, Davenport would recommend proceeding to public sale to be completed by September

<u>Action</u>	TC Meeting	TC Meeting – Return with Bank Proposals	If approved, close on bank loans	If not approved, public issuance	Final Public Issuance Sale (if needed)
<u>Date</u>	May 23	July 11	July	July - September	September

Staff and Davenport will be available to answer questions at the Council Meeting.

ATTACHMENT:

Presentation from Davenport on Strategic Options for Enterprise Debt Realignment



May 23, 2017

Goals and Objectives



- The Town of Purcellville (the “Town”) has challenges in the Water & Sewer Utility Enterprise Funds, including the upcoming 2010 Build America Bond (the “2010 BAB”) Balloon payment due in FY 2021 of approximately \$1.44 million and existing debt service that increases by roughly \$2 million over the next 5 years.

- Davenport & Company, LLC, (“Davenport”) in our role as Financial Advisor, has worked with Town Staff to develop a potential Plan of Finance to structure the Town’s New and Existing Debt and strategically utilize existing cash, over and above the Town’s policy, to responsibly insulate the Town’s rate payers from required rate increases.

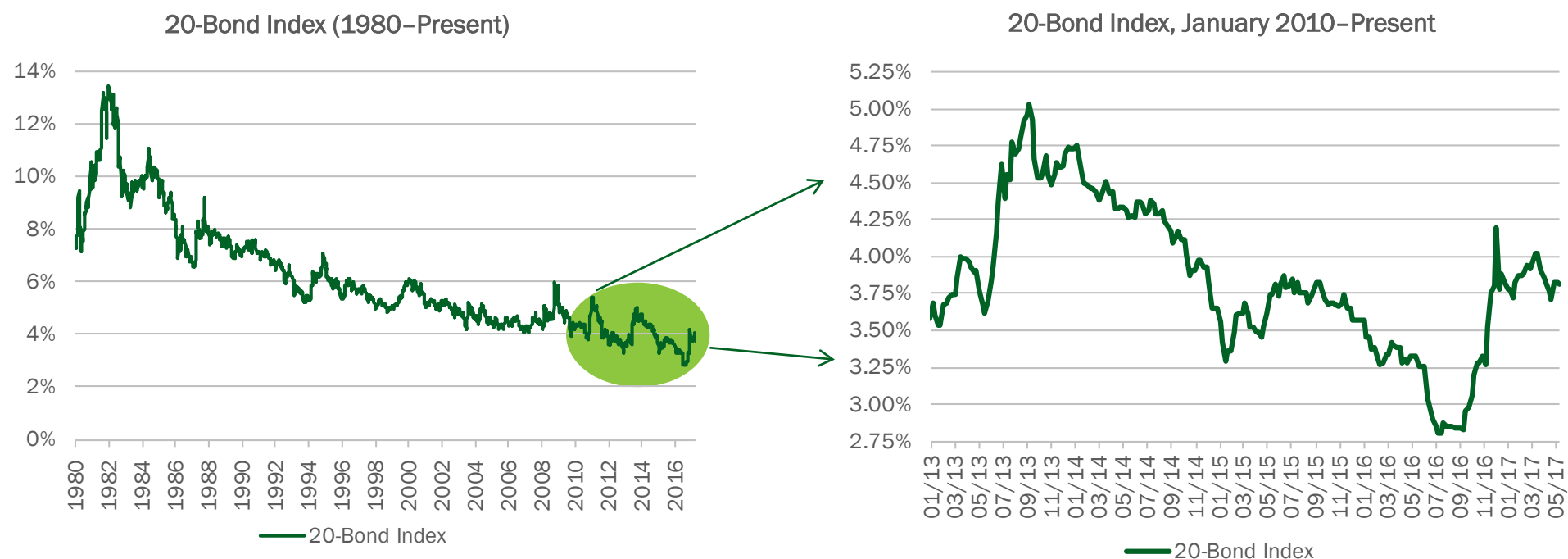
- In order to achieve the lowest cost of funds for New Capital Projects and/or a Strategic Realignment of current outstanding Debt, Davenport proposes soliciting financing options from local, regional, and national commercial banks, and if necessary, the Public Markets.

- As shown on the following page, interest rates have risen since the end of calendar year 2016, but are still historically low. Given the potential for further increases in interest rates, the Town may want to move quickly to lock in interest rates and secure the lowest cost of funds.

Interest Rate Trends



- As shown below, Interest Rates have recently been rising, but are still near historic lows.



(1) The 20-year interest rates above show the Bond Buyer’s “20-Bond Index” which consists of 20 tax-exempt bonds with an average rating of ‘Aa2’/‘AA’ (Moody’s / S&P) that mature in 20 years. The 20-Bond Index serves as a general indicator of prevailing interest rates for tax-exempt borrowers. Shown as of May 11, 2017.

Plan of Finance

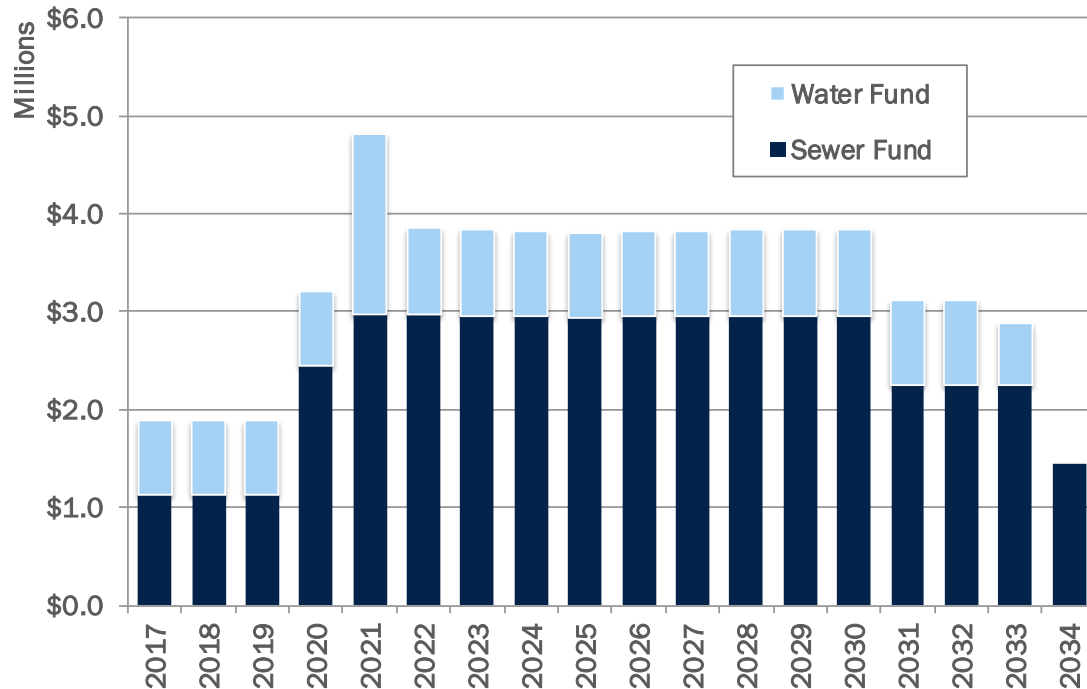
Key Observations/Assumptions



1. The Town's Enterprise Fund has approximately \$41 million of debt outstanding. All of this debt is fixed rate, but payments increase roughly \$2 million in the next 5 years. The Town also has a \$1.44 million balloon payment due in FY 2021 from the 2010 BAB.
2. Over the next 5 years, the Town has an additional \$10 million of Capital needs solely to maintain the system in proper working order. These costs are factored into the Plan of Finance.
3. Growth projections based on assumptions of availability connections only include Mayfair (ending in FY 2021), approved developments, and in-Town proposals.
4. A Strategic Debt Realignment allows the Town to minimize the impact on the Town's Water & Sewer User Rates over the next decade.
5. The average interest rate(s) on the Town's debt to be realigned is roughly 4.55%. The estimated new interest rate on the Strategic Debt Realignment is expected to be under 4% (roughly 3.80%⁽¹⁾).
6. The use of Fund Balance to defease (i.e. pay off) the Water portion of the Town's 2010 BAB is contemplated herein. Doing so removes the Tax-Exempt restrictions currently in place and provides the Town greater flexibility to incorporate private use of the Aberdeen property.

(1) Based on estimated market interest rates as of May 15, 2017 for a General Obligation Public Sale. Actual results may vary substantially from these estimates.

Current Debt Profile – Total Enterprise Fund



Total Enterprise Fund Debt Service

Fiscal Year	Principal	Net Interest ⁽¹⁾	Total
Total	\$41,302,738	\$17,398,000	\$58,700,737
2017	301,500	1,579,487	1,880,987
2018	316,500	1,567,024	1,883,524
2019	331,500	1,553,258	1,884,758
2020	1,679,691	1,520,590	3,200,281
2021	3,360,710	1,455,439	4,816,149
2022	2,482,515	1,369,598	3,852,113
2023	2,560,127	1,278,433	3,838,560
2024	2,643,566	1,184,190	3,827,756
2025	2,722,852	1,086,531	3,809,383
2026	2,833,008	985,934	3,818,942
2027	2,944,056	880,626	3,824,682
2028	3,066,018	770,835	3,836,853
2029	3,183,917	657,389	3,841,306
2030	3,302,777	539,362	3,842,139
2031	2,691,500	426,728	3,118,228
2032	2,812,500	298,661	3,111,161
2033	2,695,000	180,665	2,875,665
2034	1,375,000	63,250	1,438,250

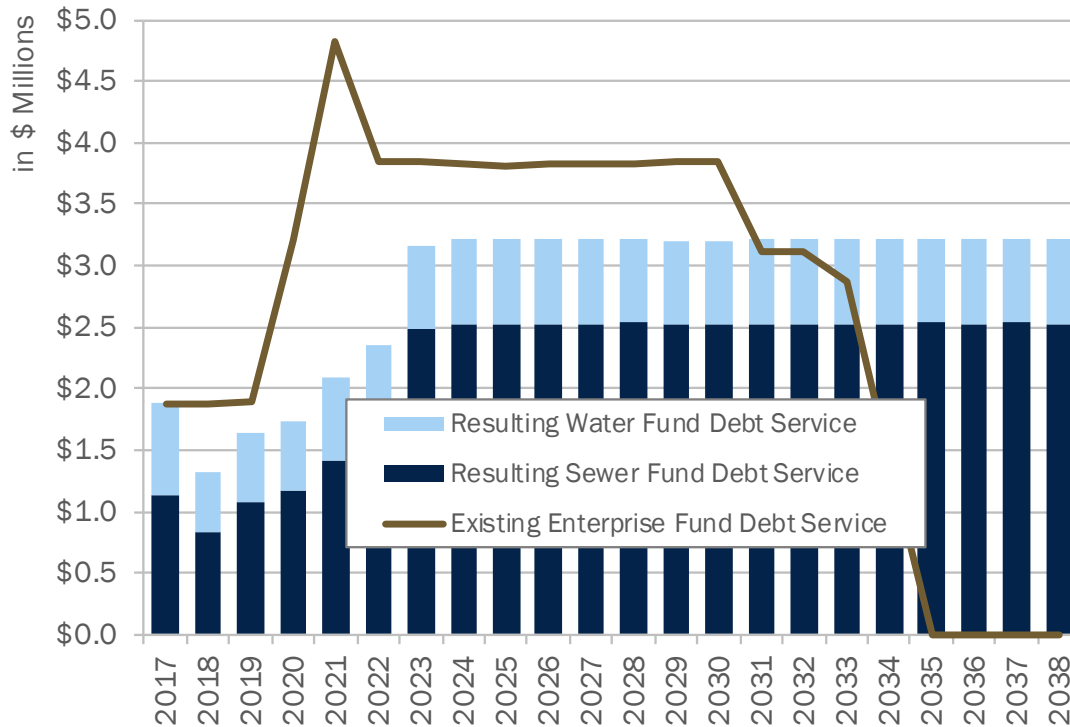
(1) Includes interest subsidy on the 2010 BAB paid from the Water Fund.

(1) Principal outstanding on the 2010 BAB includes a \$1,440,000 balloon maturity allocated to the Water Fund due on July 15, 2020. Net Interest incorporates the 2010 BAB interest subsidy.

Estimated Defeasance/Debt Realignment Results



- Estimated results of the Defeasance/Realignment are shown below for the combined Water Fund and Sewer Fund⁽¹⁾.
- On a Net Present Value Basis, the “cost” of the Debt Realignment is roughly \$1.5 million⁽¹⁾.



A	B	C	D	C + D = E
Fiscal Year	Existing Enterprise Fund Debt Service	Resulting Sewer Fund Debt Service	Resulting Water Fund Debt Service	Total Resulting Enterprise Fund Debt Service ⁽¹⁾
Total	\$58,700,737	\$47,704,161	\$14,696,759	\$62,400,921
2017	1,880,987	1,125,805	755,181	1,880,987
2018	1,883,524	838,497	486,888	1,325,386
2019	1,884,758	1,081,728	560,559	1,642,287
2020	3,200,281	1,171,204	564,209	1,735,413
2021	4,816,149	1,419,254	673,145	2,092,399
2022	3,852,113	1,661,274	684,503	2,345,778
2023	3,838,560	2,482,726	686,755	3,169,481
2024	3,827,756	2,524,451	687,867	3,212,318
2025	3,809,383	2,524,929	683,323	3,208,252
2026	3,818,942	2,524,941	683,324	3,208,266
2027	3,824,682	2,524,721	687,619	3,212,341
2028	3,836,853	2,534,171	686,091	3,220,262
2029	3,841,306	2,522,171	685,818	3,207,990
2030	3,842,139	2,520,346	685,077	3,205,423
2031	3,118,228	2,527,310	683,617	3,210,927
2032	3,111,161	2,525,585	687,699	3,213,284
2033	2,875,665	2,530,630	683,634	3,214,264
2034	1,438,250	2,529,730	683,750	3,213,480
2035	-	2,535,108	686,040	3,221,148
2036	-	2,530,815	687,310	3,218,125
2037	-	2,537,905	687,560	3,225,465
2038	-	2,530,858	686,790	3,217,648

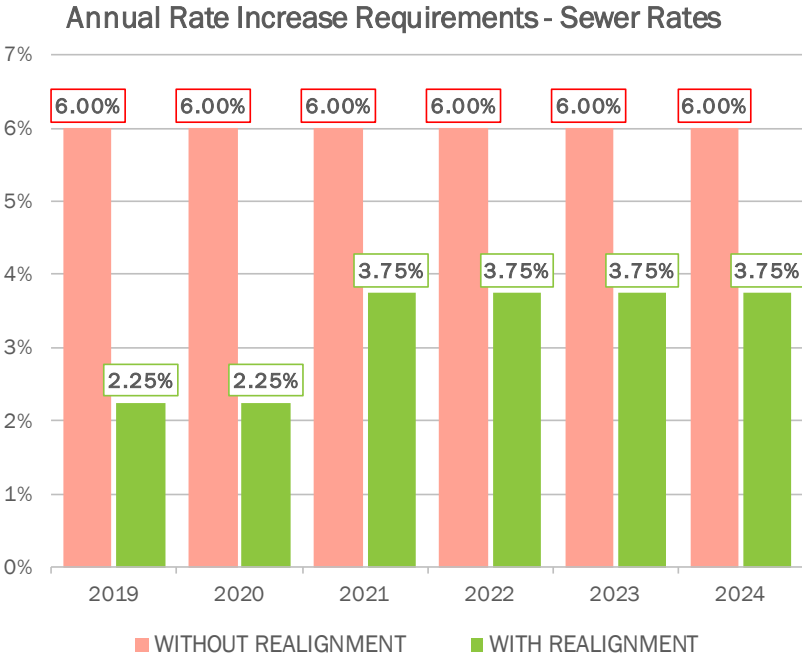
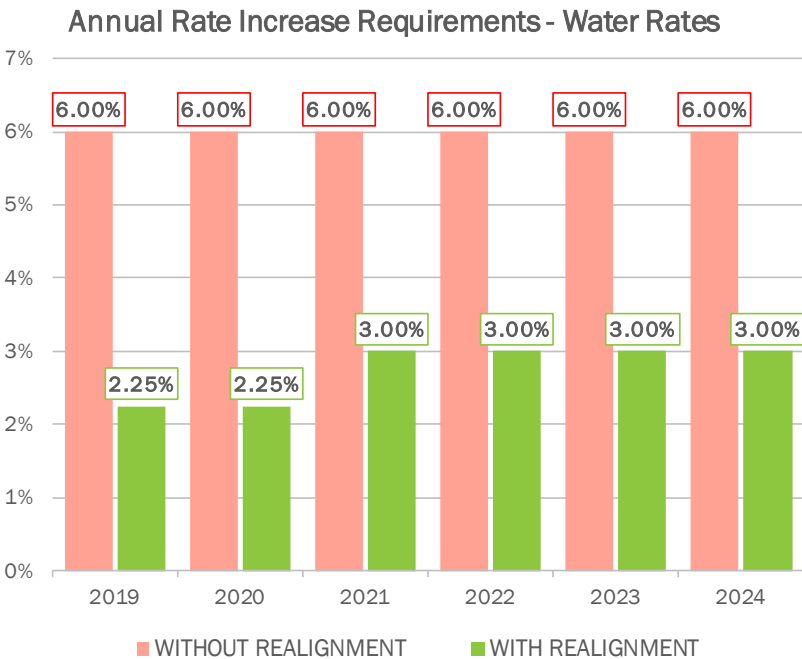
(1) Estimated results shown above are preliminary, subject to change. Based on estimated market interest rates as of May 15, 2017. Actual results may vary substantially from these estimates.

Effects of Strategic Debt Realignment

Annual User Rate Increase Requirements



- Based on Preliminary estimates, the Strategic Debt Realignment could allow the Town to limit Water & Sewer rate increases to roughly 2.25%-3.75% per year over the next 6 years, as opposed to the 6% Rate Increases required without the Realignment.



Without Realignment								
Rate Increase	2018	2019	2020	2021	2022	2023	2024	Cumulative
Sewer	0.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	41.85%
Water	0.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	41.85%

With Realignment								
Rate Increase	2018	2019	2020	2021	2022	2023	2024	Cumulative
Sewer	0.00%	2.25%	2.25%	3.75%	3.75%	3.75%	3.75%	17.67%
Water	0.00%	2.25%	2.25%	3.00%	3.00%	3.00%	3.00%	21.14%

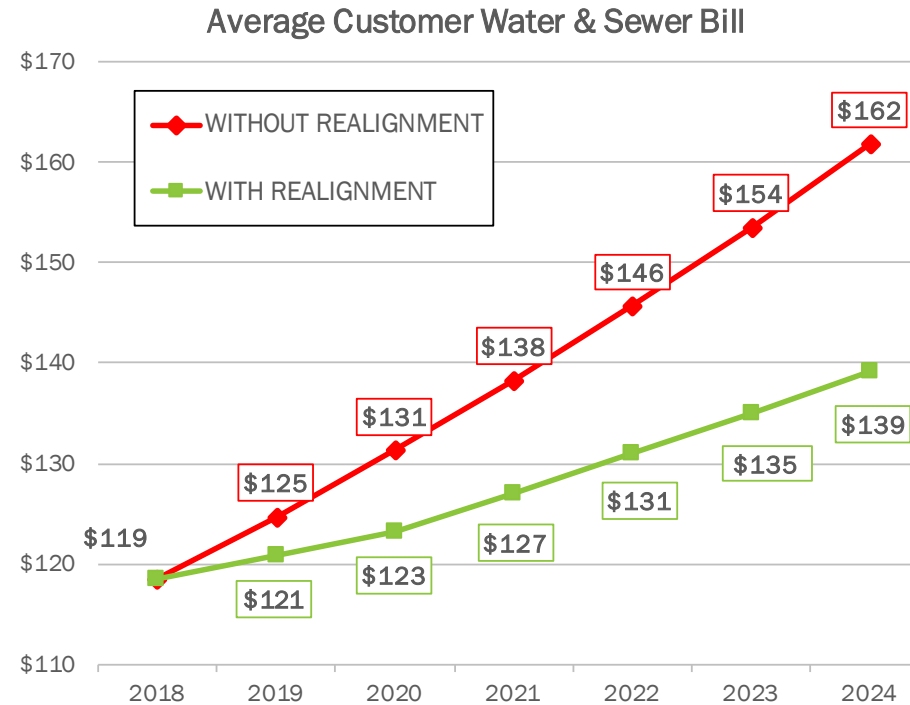
Notes: Projected rate increases after FY 2024 are assumed to be 3% for both the Without Realignment and With Realignment Cases.
 Estimated results shown above are preliminary, subject to change. Based on estimated market interest rates as of May 15, 2017. Actual results may vary substantially from these estimates.

Effects of Strategic Debt Realignment

Average Customer Bill



- Based on Preliminary estimates, the Strategic Debt Realignment could save the Average Customer approximately \$23 on their Water and Sewer Bill by FY 2024.



Without Realignment							
Average Bills	2018	2019	2020	2021	2022	2023	2024
Sewer	77.40	81.60	86.04	90.76	95.75	101.05	106.66
Water	41.11	43.13	45.27	47.53	49.93	52.48	55.18
Total Bill	\$ 118.51	\$ 124.73	\$ 131.31	\$ 138.29	\$ 145.68	\$ 153.53	\$ 161.84
With Realignment							
Average Bills	2018	2019	2020	2021	2022	2023	2024
Sewer	77.40	78.98	80.59	83.33	86.17	89.12	92.18
Water	41.11	41.87	42.64	43.69	44.78	45.90	47.05
Total Bill	\$ 118.51	\$ 120.84	\$ 123.23	\$ 127.02	\$ 130.95	\$ 135.02	\$ 139.23

Notes: Estimated results shown above are preliminary, subject to change. Based on estimated market interest rates as of May 15, 2017. Actual results may vary substantially from these estimates. Average Customer Bill assumes residential connections with 4,600 gallons used per month.

Results of the Strategic Debt Realignment



1. Cumulative projected increases in the Town's estimated Water and Sewer bill are less than half the amount required without the Debt Realignment.
2. The Debt Realignment spreads the cost of the Town's existing system over the users that will benefit from it, and becomes sustainable without any new growth aside from Mayfair (ending in FY 2021), approved developments, and in-Town proposals.
3. Given current assumptions in the MFSG planning model, the Town would maintain compliance with existing Financial Policy Guidelines related to reserve levels.
4. Tax-Exempt financing restrictions are eliminated from the Aberdeen property.

Next Steps

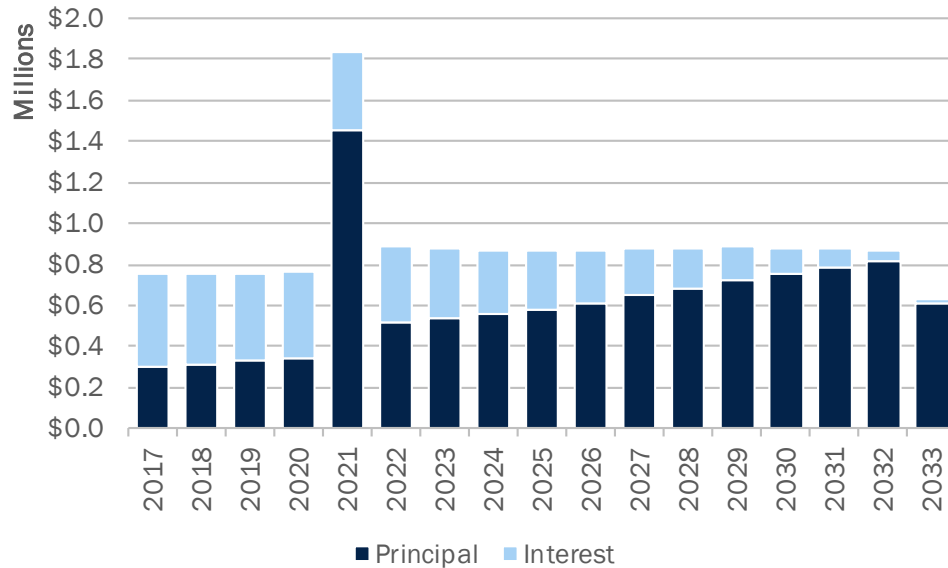
Executing the Plan of Finance



- Davenport recommends a potential Two-Step Process/Approach.
- The Two-Step Approach contemplates the following:
 1. Formally contact all local/regional Commercial Banks about their interest/willingness to assist in the Strategic Debt Realignment.
 - Davenport/Town Staff, on behalf of the Town, requests firm bids on the entire amount desired to complete the Strategic Debt Realignment.
 - Based upon the responses, if any, Davenport/Town Staff would present viable options from the Banks at the July 11th meeting of Town Council.
 - If the responses are favorable, the Town would move toward a Closing on the Strategic Debt Realignment with the Bank(s).
 2. To the extent the Bank(s) responses are not recommended by Davenport/Town Staff, the Town would then proceed with a Public Sale. The Town could Close on the Public Sale and receive funding for the Strategic Debt Realignment by/about Labor Day (i.e. Early September).

Appendix

Debt Profile – Water Fund



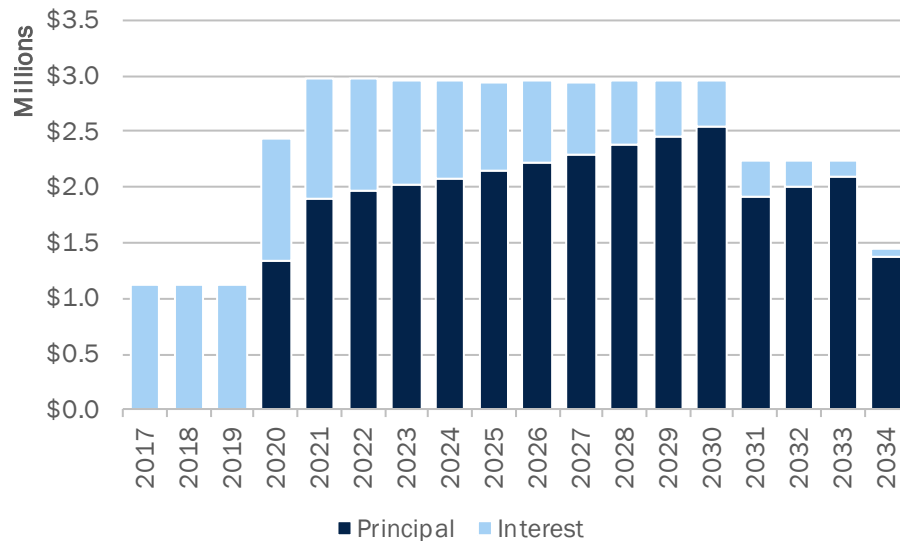
Series	Principal Outstanding (As of 6/30/2016)
2010 Build America Bond ⁽¹⁾	\$1,865,000
2010C VRA Bond	820,000
2012 G.O. Public Improvement and Refunding Bond	790,000
2013A G.O. Refunding Bonds	7,105,000
Total Outstanding	\$10,580,000

Aggregate Water Fund

Fiscal Year	Principal	Net Interest ⁽¹⁾	Total
Total	\$10,580,000	\$4,557,719	\$15,137,719
2017	301,500	453,681	755,181
2018	316,500	441,219	757,719
2019	331,500	427,453	758,953
2020	346,500	412,966	759,466
2021	1,456,500	383,234	1,839,734
2022	521,500	361,698	883,198
2023	541,500	336,894	878,394
2024	561,500	311,091	872,591
2025	581,500	284,218	865,718
2026	611,500	256,527	868,027
2027	651,500	227,267	878,767
2028	686,500	196,188	882,688
2029	721,500	163,291	884,791
2030	751,500	128,824	880,324
2031	781,500	92,789	874,289
2032	812,500	55,422	867,922
2033	605,000	24,956	629,956

(1) Principal outstanding on the 2010 BAB includes a \$1,440,000 balloon maturity due on July 15, 2020. Net Interest incorporates the 2010 BAB interest subsidy.

Debt Profile – Sewer Fund



Aggregate Sewer Fund			
Fiscal Year	Principal	Net Interest	Total
Total	30,722,738	12,840,281	43,563,019
2017	0	1,125,805	1,125,805
2018	0	1,125,805	1,125,805
2019	0	1,125,805	1,125,805
2020	1,333,191	1,107,624	2,440,815
2021	1,904,210	1,072,205	2,976,415
2022	1,961,015	1,007,900	2,968,915
2023	2,018,627	941,538	2,960,165
2024	2,082,066	873,100	2,955,165
2025	2,141,352	802,313	2,943,665
2026	2,221,508	729,407	2,950,915
2027	2,292,556	653,359	2,945,915
2028	2,379,518	574,647	2,954,165
2029	2,462,417	494,098	2,956,515
2030	2,551,277	410,538	2,961,815
2031	1,910,000	333,939	2,243,939
2032	2,000,000	243,239	2,243,239
2033	2,090,000	155,709	2,245,709
2034	1,375,000	63,250	1,438,250

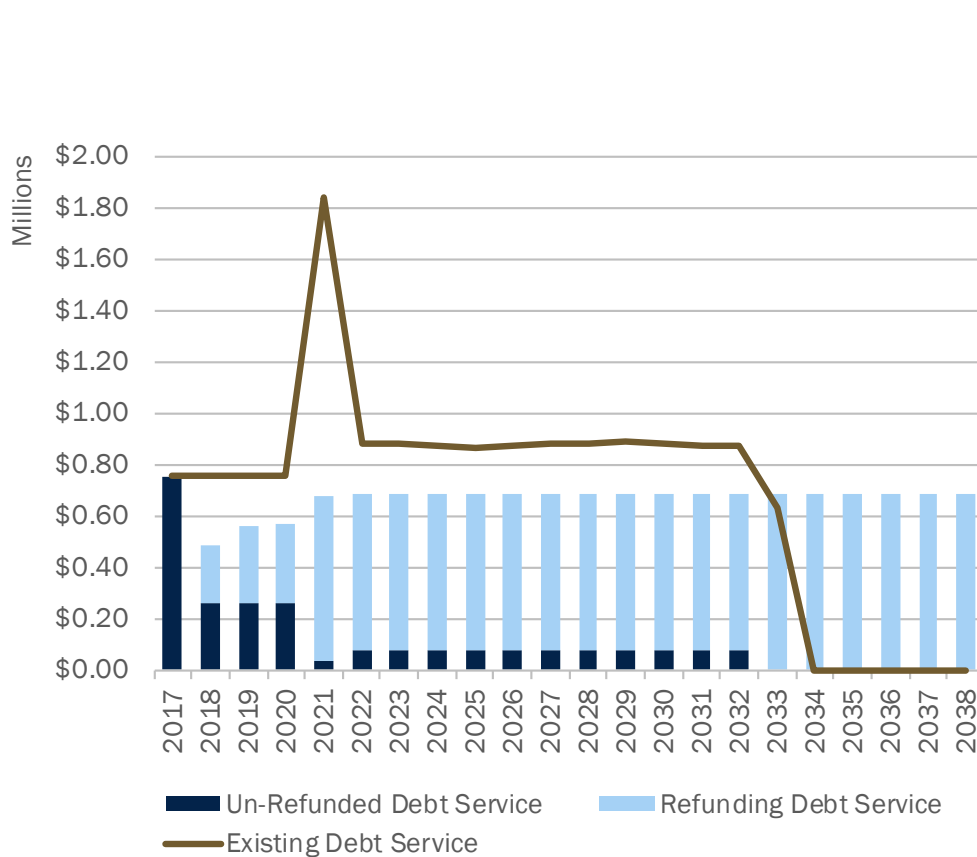
Series	Principal Outstanding (As of 6/30/2016)
2008 VRA DEQ	\$15,297,738
2013A G.O. Refunding Bonds	8,890,000
2013B G.O. Refunding Bonds	6,535,000
Total Outstanding	\$30,722,738

Estimated Defeasance/Restructuring Results

Water Fund



- Estimated results are shown below for (a) a defeasance of the entirety of the 2010 BAB and (b) a Restructuring of the 2013A G.O. Bonds through FY 2038. ⁽¹⁾



	A	B	A - B = C	D	C + D = E
FY	Existing Debt Service	Refunded Debt Service	Un-Refunded Debt Service	Refunding Debt Service	Resulting Debt Service
Total	\$15,137,719	\$12,725,702	\$2,412,017	\$12,284,743	\$14,696,760
2017	\$755,181	\$0	\$755,181	\$0	\$755,181
2018	757,719	497,938	259,781	227,108	486,888
2019	758,953	499,944	259,009	301,549	560,559
2020	759,466	496,807	262,659	301,549	564,209
2021	1,839,734	1,803,138	36,596	636,549	673,145
2022	883,198	807,606	75,592	608,911	684,503
2023	878,394	804,356	74,038	612,717	686,755
2024	872,591	800,106	72,484	615,382	687,867
2025	865,718	789,856	75,862	607,461	683,323
2026	868,027	793,856	74,171	609,154	683,324
2027	878,767	801,356	77,411	610,209	687,619
2028	882,688	807,106	75,582	610,509	686,091
2029	884,791	806,106	78,684	607,134	685,818
2030	880,324	803,606	76,718	608,359	685,077
2031	874,289	794,606	79,683	603,934	683,617
2032	867,922	789,356	78,566	609,134	687,699
2033	629,956	629,956	-	683,634	683,634
2034	-	-	-	683,750	683,750
2035	-	-	-	686,040	686,040
2036	-	-	-	687,310	687,310
2037	-	-	-	687,560	687,560
2038	-	-	-	686,790	686,790

(1) Estimated results shown above are preliminary, subject to change. Based on estimated market interest rates as of May 15, 2017. Actual results may vary substantially from these estimates.

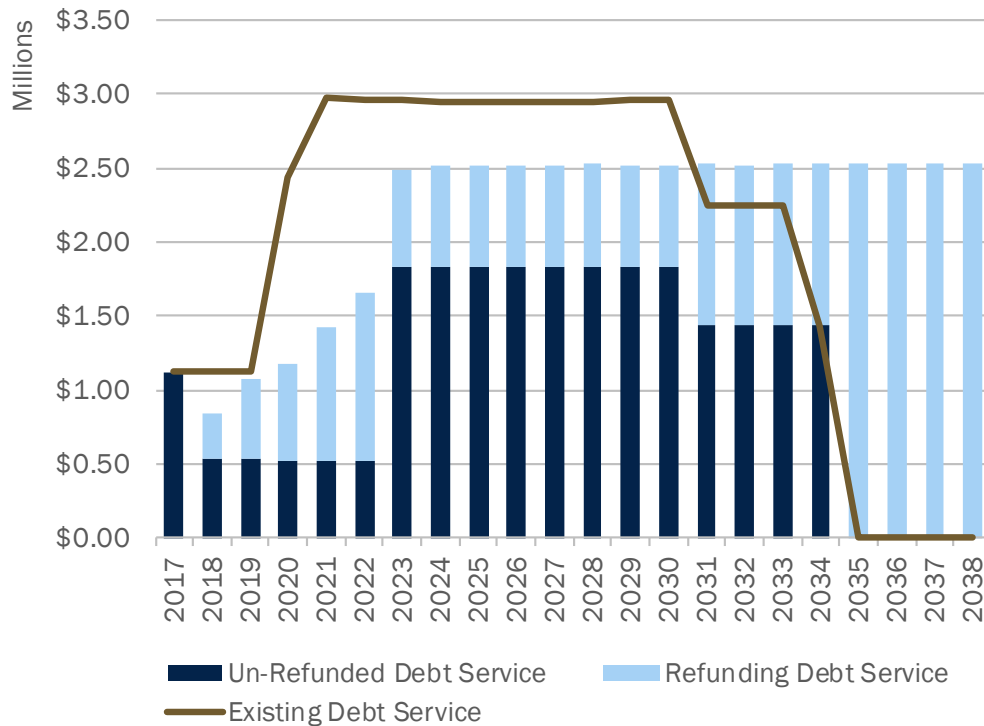
(2) Existing debt service includes federal interest subsidy on the 2010 BAB. In FY 2017, the BAB subsidy was cut from 35% to 32.585%. The gross interest rate paid by the Town on the 2010 BAB is 4.23%, but the effective interest rate net of the current BAB subsidy is 2.85%.

Estimated Defeasance/Restructuring Results

Sewer Fund



- Estimated results are shown below for (a) a Restructuring of a portion of the Town's 2008 DEQ Loan through FY 2038 (b) a Restructuring of the 2013A G.O. Bonds through FY 2038, and (c) a Restructuring of a portion of the 2013B G.O. Bonds through FY 2038.



	A	B	A - B = C	D	C + D = E
FY	Existing Debt Service	Refunded Debt Service	Un-Refunded Debt Service	Refunding Debt Service	Resulting Debt Service
Total	\$43,563,019	\$19,327,711	\$24,235,308	\$23,468,853	\$47,704,161
2017	\$1,125,805	\$0	\$1,125,805	\$0	\$1,125,805
2018	1,125,805	587,947	537,858	300,639	838,497
2019	1,125,805	587,947	537,858	543,870	1,081,728
2020	2,440,815	1,913,480	527,335	643,870	1,171,204
2021	2,976,415	2,449,080	527,335	891,920	1,419,254
2022	2,968,915	2,441,580	527,335	1,133,940	1,661,274
2023	2,960,165	1,122,459	1,837,706	645,020	2,482,726
2024	2,955,165	1,117,459	1,837,706	686,745	2,524,451
2025	2,943,665	1,105,959	1,837,706	687,223	2,524,929
2026	2,950,915	1,113,209	1,837,706	687,235	2,524,941
2027	2,945,915	1,108,209	1,837,706	687,015	2,524,721
2028	2,954,165	1,116,459	1,837,706	696,465	2,534,171
2029	2,956,515	1,118,809	1,837,706	684,465	2,522,171
2030	2,961,815	1,124,109	1,837,706	682,640	2,520,346
2031	2,243,939	807,269	1,436,670	1,090,640	2,527,310
2032	2,243,239	806,769	1,436,470	1,089,115	2,525,585
2033	2,245,709	806,969	1,438,740	1,091,890	2,530,630
2034	1,438,250	-	1,438,250	1,091,480	2,529,730
2035	-	-	-	2,535,108	2,535,108
2036	-	-	-	2,530,815	2,530,815
2037	-	-	-	2,537,905	2,537,905
2038	-	-	-	2,530,858	2,530,858

(1) Estimated results shown above are preliminary, subject to change. Based on estimated market interest rates as of May 15, 2017. Actual results may vary substantially from these estimates.

Municipal Advisor Disclaimer



The enclosed information relates to an existing or potential municipal advisor engagement.

The U.S. Securities and Exchange Commission (the "SEC") has clarified that a broker, dealer or municipal securities dealer engaging in municipal advisory activities outside the scope of underwriting a particular issuance of municipal securities should be subject to municipal advisor registration. Davenport & Company LLC ("Davenport") has registered as a municipal advisor with the SEC. As a registered municipal advisor Davenport may provide advice to a municipal entity or obligated person. An obligated person is an entity other than a municipal entity, such as a not for profit corporation, that has commenced an application or negotiation with an entity to issue municipal securities on its behalf and for which it will provide support. If and when an issuer engages Davenport to provide financial advisory or consultant services with respect to the issuance of municipal securities, Davenport is obligated to evidence such a financial advisory relationship with a written agreement.

When acting as a registered municipal advisor Davenport is a fiduciary required by federal law to act in the best interest of a municipal entity without regard to its own financial or other interests. Davenport is not a fiduciary when it acts as a registered investment advisor, when advising an obligated person, or when acting as an underwriter, though it is required to deal fairly with such persons.

This material was prepared by public finance, or other non-research personnel of Davenport. This material was not produced by a research analyst, although it may refer to a Davenport research analyst or research report. Unless otherwise indicated, these views (if any) are the author's and may differ from those of the Davenport fixed income or research department or others in the firm. Davenport may perform or seek to perform financial advisory services for the issuers of the securities and instruments mentioned herein.

This material has been prepared for information purposes only and is not a solicitation of any offer to buy or sell any security/instrument or to participate in any trading strategy. Any such offer would be made only after a prospective participant had completed its own independent investigation of the securities, instruments or transactions and received all information it required to make its own investment decision, including, where applicable, a review of any offering circular or memorandum describing such security or instrument. That information would contain material information not contained herein and to which prospective participants are referred. This material is based on public information as of the specified date, and may be stale thereafter. We have no obligation to tell you when information herein may change. We make no representation or warranty with respect to the completeness of this material. Davenport has no obligation to continue to publish information on the securities/instruments mentioned herein. Recipients are required to comply with any legal or contractual restrictions on their purchase, holding, sale, exercise of rights or performance of obligations under any securities/instruments transaction.

The securities/instruments discussed in this material may not be suitable for all investors or issuers. Recipients should seek independent financial advice prior to making any investment decision based on this material. This material does not provide individually tailored investment advice or offer tax, regulatory, accounting or legal advice. Prior to entering into any proposed transaction, recipients should determine, in consultation with their own investment, legal, tax, regulatory and accounting advisors, the economic risks and merits, as well as the legal, tax, regulatory and accounting characteristics and consequences, of the transaction. You should consider this material as only a single factor in making an investment decision.

The value of and income from investments and the cost of borrowing may vary because of changes in interest rates, foreign exchange rates, default rates, prepayment rates, securities/instruments prices, market indexes, operational or financial conditions or companies or other factors. There may be time limitations on the exercise of options or other rights in securities/instruments transactions. Past performance is not necessarily a guide to future performance and estimates of future performance are based on assumptions that may not be realized. Actual events may differ from those assumed and changes to any assumptions may have a material impact on any projections or estimates. Other events not taken into account may occur and may significantly affect the projections or estimates. Certain assumptions may have been made for modeling purposes or to simplify the presentation and/or calculation of any projections or estimates, and Davenport does not represent that any such assumptions will reflect actual future events. Accordingly, there can be no assurance that estimated returns or projections will be realized or that actual returns or performance results will not materially differ from those estimated herein. This material may not be sold or redistributed without the prior written consent of Davenport.

Version 01.13.14 JB | GM | KL | DR

WITH REALIGNMENT
WATER FUND

Multi-Year Water Utility Fund Forecast	Estimated 2017	Proposed 2018***	Projected 2019	Projected 2020	Projected 2021	Projected 2022	Projected 2023	Projected 2024	Projected 2025	Projected 2026	Projected 2027	Projected 2028
Annual Increase / (Decrease) in Water Rates	3.00%	0.00%	2.25%	2.25%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%
Total Operating Revenues	\$2,488,083	\$2,401,695	\$2,504,252	\$2,624,274	\$2,737,067	\$2,831,492	\$2,908,235	\$2,986,158	\$3,066,465	\$3,149,230	\$3,234,530	\$3,322,443
Total Operating Exp. (less Debt Service & Cash Funded Capital)	(\$2,174,948)	(\$2,171,010)	(\$2,071,152)	(\$1,972,811)	(\$1,876,033)	(\$1,931,309)	(\$1,988,244)	(\$2,046,886)	(\$2,107,287)	(\$2,169,501)	(\$2,233,581)	(\$2,299,584)
Surplus Before Debt Service, Capital	\$313,135	\$230,685	\$433,100	\$651,463	\$861,033	\$900,183	\$919,991	\$939,272	\$959,178	\$979,729	\$1,000,949	\$1,022,860
<u>Water System Capital Expenses:</u>												
Existing Debt Service (P+I)**	(\$755,181)	(\$486,888)	(\$560,559)	(\$564,209)	(\$673,145)	(\$684,503)	(\$686,755)	(\$687,867)	(\$683,323)	(\$683,324)	(\$687,619)	(\$686,091)
New Debt Service (P+I)	\$0	\$0	\$0	(\$24,425)	(\$117,719)	(\$186,588)	(\$186,588)	(\$186,588)	(\$186,588)	(\$186,588)	(\$186,588)	(\$186,588)
Cash Used to Pay Existing Debt		(\$3,450,000)										
Cash Funded Capital	(\$662,620)	(\$609,280)	(\$257,062)	(\$828,120)	\$0	(\$250,000)	(\$250,000)	(\$250,000)	(\$250,000)	(\$250,000)	(\$250,000)	(\$250,000)
Surplus / (Deficit) After Debt Service, Cash Funded Capital	(\$1,104,666)	(\$4,315,484)	(\$384,520)	(\$765,291)	\$70,169	(\$220,909)	(\$203,353)	(\$185,183)	(\$160,734)	(\$140,184)	(\$123,259)	(\$99,819)
Current Planned Connections (Including Mayfair)	62	86	89	81	5	-	-	-	-	-	-	-
Long Term Estimateed Connections	-	-	-	-	-	-	-	-	-	-	-	-
Availability Fee Revenues	\$1,777,384	\$2,214,844	\$2,292,106	\$2,073,197	\$115,893	\$166,789	\$165,165	\$164,019	\$163,384	\$163,464	\$164,162	\$165,389
Net Surplus/(Deficit) After Debt Service, Capital & Availabilities	\$672,718	(\$2,100,640)	\$1,907,586	\$1,307,906	\$186,062	(\$54,120)	(\$38,188)	(\$21,164)	\$2,650	\$23,280	\$40,903	\$65,570
Total Cash and Cash Equivalents	\$4,258,704	\$2,158,064	\$4,065,650	\$5,373,556	\$5,559,618	\$5,505,497	\$5,467,309	\$5,446,146	\$5,448,796	\$5,472,076	\$5,512,980	\$5,578,550
Cash as Percentage of Annual Expenditures	119%	66%	141%	159%	208%	180%	176%	172%	169%	166%	164%	163%
Debt Coverage Ratio	2.77	5.02	4.86	4.63	1.24	1.22	1.24	1.26	1.29	1.31	1.33	1.36

WITH REALIGNMENT
SEWER FUND

Multi-Year Sewer Utility Fund Forecast	Estimated 2017	Proposed 2018***	Projected 2019	Projected 2020	Projected 2021	Projected 2022	Projected 2023	Projected 2024	Projected 2025	Projected 2026	Projected 2027	Projected 2028
Annual Increase / (Decrease) in Sewer Rates	5.00%	0.00%	2.25%	2.25%	3.75%	3.75%	3.75%	3.75%	3.00%	3.00%	3.00%	3.00%
Total Operating Revenues	\$2,911,950	\$2,895,042	\$3,196,277	\$3,505,309	\$3,828,745	\$3,999,601	\$4,142,796	\$4,289,453	\$4,411,680	\$4,537,636	\$4,667,436	\$4,801,199
Total Operating Exp. (less Debt Service & Cash Funded Capital)	(\$2,239,531)	(\$2,189,969)	(\$2,090,467)	(\$1,992,492)	(\$1,896,092)	(\$1,951,757)	(\$2,009,091)	(\$2,068,146)	(\$2,128,973)	(\$2,191,625)	(\$2,256,156)	(\$2,322,624)
Surplus Before Debt Service, Capital	\$672,419	\$705,072	\$1,105,810	\$1,512,817	\$1,932,653	\$2,047,844	\$2,133,705	\$2,221,307	\$2,282,708	\$2,346,012	\$2,411,280	\$2,478,575
<u>Sewer System Capital Expenses:</u>												
Existing Debt Service (P+I)	(\$1,125,805)	(\$838,497)	(\$1,081,728)	(\$1,171,204)	(\$1,419,254)	(\$1,661,274)	(\$2,482,726)	(\$2,524,451)	(\$2,524,929)	(\$2,524,941)	(\$2,524,721)	(\$2,534,171)
New Debt Service (P+I)	\$0	\$0	(\$13,159)	(\$109,132)	(\$191,946)	(\$191,946)	(\$191,946)	(\$191,946)	(\$191,946)	(\$191,946)	(\$191,946)	(\$191,946)
Cash Funded Capital	(\$200,000)	(\$160,000)	\$0	\$0	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)
Surplus / (Deficit) After Debt Service, Cash Funded Capital	(\$653,385)	(\$293,425)	\$10,923	\$232,480	\$221,452	\$94,623	(\$640,967)	(\$595,091)	(\$534,168)	(\$470,876)	(\$405,388)	(\$347,543)
Current Planned Connections (Including Mayfair)	62	86	89	81	5	-	-	-	-	-	-	-
Long Term Estimated Connections	-	-	-	-	-	-	-	-	-	-	-	-
Availability Fee Revenues	\$1,490,400	\$1,857,600	\$1,922,400	\$1,738,800	\$97,200	\$286,905	\$298,351	\$288,073	\$278,862	\$271,203	\$265,213	\$261,008
Net Surplus/(Deficit) After Debt Service, Capital & Availabilities	\$837,015	\$1,564,175	\$1,933,323	\$1,971,280	\$318,652	\$381,529	(\$342,616)	(\$307,018)	(\$255,305)	(\$199,673)	(\$140,175)	(\$86,535)
Total Cash and Cash Equivalents	\$3,776,085	\$5,340,260	\$7,273,583	\$9,244,863	\$9,563,515	\$9,945,044	\$9,602,428	\$9,295,410	\$9,040,105	\$8,840,432	\$8,700,257	\$8,613,721
Cash as Percentage of Annual Expenditures	106%	167%	228%	282%	265%	255%	201%	190%	183%	177%	172%	167%
Debt Coverage Ratio	1.92	3.06	2.77	2.54	1.26	1.26	0.91	0.92	0.94	0.96	0.99	1.00

WITH REALIGNMENT
COMBINED

Average Bills	2018***	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Sewer	77.40	78.98	80.59	83.33	86.17	89.12	92.18	94.72	97.34	100.03	102.81
Water	41.11	41.87	42.64	43.69	44.78	45.90	47.05	48.24	49.46	50.72	52.01
Total Bill	118.51	120.84	123.23	127.02	130.95	135.02	139.23	142.96	146.80	150.75	154.82
Yearly % Change		2.0%	2.0%	3.1%	3.1%	3.1%	3.1%	2.7%	2.7%	2.7%	2.7%

	Estimated 2017	Proposed 2018***	Projected 2019	Projected 2020	Projected 2021	Projected 2022	Projected 2023	Projected 2024	Projected 2025	Projected 2026	Projected 2027	Projected 2028
Multi-Year Total Utility Fund Forecast												
Annual Increase / (Decrease) in Water Rates	3.00%	0.00%	2.25%	2.25%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%
Annual Increase / (Decrease) in Sewer Rates	5.00%	0.00%	2.25%	2.25%	3.75%	3.75%	3.75%	3.75%	3.00%	3.00%	3.00%	3.00%
Total Operating Revenues	\$5,400,033	\$5,296,737	\$5,700,529	\$6,129,583	\$6,565,812	\$6,831,093	\$7,051,031	\$7,275,611	\$7,478,145	\$7,686,867	\$7,901,966	\$8,123,642
Total Operating Exp. (less Debt Service & Cash Funded Capital)	(\$4,414,479)	(\$4,360,980)	(\$4,161,619)	(\$3,965,303)	(\$3,772,125)	(\$3,883,066)	(\$3,997,335)	(\$4,115,032)	(\$4,236,260)	(\$4,361,126)	(\$4,489,738)	(\$4,622,208)
Surplus Before Debt Service, Capital	\$985,554	\$935,757	\$1,538,911	\$2,164,280	\$2,793,686	\$2,948,027	\$3,053,696	\$3,160,579	\$3,241,885	\$3,325,741	\$3,412,229	\$3,501,435
<u>Sewer System Capital Expenses:</u>												
Existing Debt Service (P+I)	(\$1,880,987)	(\$1,325,386)	(\$1,642,287)	(\$1,735,413)	(\$2,092,399)	(\$2,345,778)	(\$3,169,481)	(\$3,212,318)	(\$3,208,252)	(\$3,208,266)	(\$3,212,341)	(\$3,220,262)
New Debt Service (P+I)	\$0	\$0	(\$13,159)	(\$133,557)	(\$309,666)	(\$378,535)	(\$378,535)	(\$378,535)	(\$378,535)	(\$378,535)	(\$378,535)	(\$378,535)
Cash Used to Pay Existing Debt		(\$3,450,000)										
Cash Funded Capital	(\$862,620)	(\$769,280)	(\$257,062)	(\$828,120)	(\$100,000)	(\$350,000)	(\$350,000)	(\$350,000)	(\$350,000)	(\$350,000)	(\$350,000)	(\$350,000)
Surplus / (Deficit) After Debt Service, Cash Funded Capital	(\$1,758,052)	(\$4,608,908)	(\$373,597)	(\$532,811)	\$291,621	(\$126,286)	(\$844,320)	(\$780,274)	(\$694,902)	(\$611,060)	(\$528,647)	(\$447,362)
Current Planned Connections	62	86	89	81	5	-	-	-	-	-	-	-
Long Term Estimateed Connections	-	-	-	-	-	-	-	-	-	-	-	-
Availability Fee Revenues	\$3,267,784	\$4,072,444	\$4,214,506	\$3,811,997	\$213,093	\$453,694	\$463,516	\$452,092	\$442,247	\$434,667	\$429,375	\$426,397
Net Surplus/(Deficit) After Debt Service, Capital & Availabilities	\$1,509,732	(\$536,464)	\$3,840,909	\$3,279,186	\$504,714	\$327,408	(\$380,804)	(\$328,182)	(\$252,655)	(\$176,393)	(\$99,272)	(\$20,965)
Total Cash and Cash Equivalents	\$8,034,788	\$7,498,324	\$11,339,233	\$14,618,419	\$15,123,133	\$15,450,541	\$15,069,737	\$14,741,556	\$14,488,901	\$14,312,508	\$14,213,236	\$14,192,271
Cash as Percentage of Annual Expenditures	112%	116%	187%	219%	241%	222%	191%	183%	177%	172%	169%	166%
Debt Coverage Ratio	1.92	3.06	2.77	2.54	1.26	1.26	0.91	0.92	0.94	0.96	0.99	1.00

WITHOUT REALIGNMENT
WATER FUND

Multi-Year Water Utility Fund Forecast	Estimated 2017	Proposed 2018***	Projected 2019	Projected 2020	Projected 2021	Projected 2022	Projected 2023	Projected 2024	Projected 2025	Projected 2026	Projected 2027	Projected 2028
Annual Increase / (Decrease) in Water Rates	3.00%	0.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	3.00%	3.00%	3.00%	3.00%
Total Operating Revenues	\$2,488,083	\$2,401,695	\$2,576,675	\$2,779,616	\$2,968,682	\$3,145,560	\$3,309,518	\$3,481,771	\$3,576,946	\$3,675,026	\$3,776,100	\$3,880,260
Total Operating Exp. (less Debt Service & Cash Funded Capital)	(\$2,174,948)	(\$2,171,010)	(\$2,071,152)	(\$1,972,811)	(\$1,876,033)	(\$1,931,309)	(\$1,988,244)	(\$2,046,886)	(\$2,107,287)	(\$2,169,501)	(\$2,233,581)	(\$2,299,584)
Surplus Before Debt Service, Capital	\$313,135	\$230,685	\$505,523	\$806,805	\$1,092,648	\$1,214,250	\$1,321,275	\$1,434,885	\$1,469,659	\$1,505,525	\$1,542,518	\$1,580,676
<u>Water System Capital Expenses:</u>												
Existing Debt Service (P+I)**	(\$780,888)	(\$782,046)	(\$781,834)	(\$780,831)	(\$1,849,658)	(\$883,198)	(\$878,394)	(\$872,591)	(\$865,718)	(\$868,027)	(\$878,767)	(\$882,688)
New Debt Service (P+I)	\$0	\$0	\$0	(\$24,425)	(\$117,719)	(\$186,588)	(\$186,588)	(\$186,588)	(\$186,588)	(\$186,588)	(\$186,588)	(\$186,588)
Cash Used to Pay Existing Debt		\$0										
Cash Funded Capital	(\$662,620)	(\$609,280)	(\$257,062)	(\$828,120)	\$0	(\$250,000)	(\$250,000)	(\$250,000)	(\$250,000)	(\$250,000)	(\$250,000)	(\$250,000)
Surplus / (Deficit) After Debt Service, Cash Funded Capital	(\$1,130,373)	(\$1,160,642)	(\$533,373)	(\$826,571)	(\$874,729)	(\$105,536)	\$6,292	\$125,706	\$167,352	\$200,909	\$227,163	\$261,400
Current Planned Connections (Including Mayfair)	62	86	89	81	5	-	-	-	-	-	-	-
Long Term Estimateed Connections	-	-	-	-	-	-	-	-	-	-	-	-
Availability Fee Revenues	\$1,777,384	\$2,214,844	\$2,292,106	\$2,073,197	\$115,893	\$226,012	\$229,626	\$236,704	\$247,576	\$260,024	\$273,852	\$288,882
Net Surplus/(Deficit) After Debt Service, Capital & Availabilities	\$647,011	\$1,054,202	\$1,758,733	\$1,246,626	(\$758,836)	\$120,476	\$235,918	\$362,409	\$414,928	\$460,933	\$501,015	\$550,282
Total Cash and Cash Equivalents	\$4,232,997	\$5,287,200	\$7,045,933	\$8,292,559	\$7,533,723	\$7,654,199	\$7,890,117	\$8,252,526	\$8,667,454	\$9,128,387	\$9,629,401	\$10,179,683
Cash as Percentage of Annual Expenditures	117%	148%	227%	230%	196%	235%	239%	246%	254%	263%	271%	281%
Debt Coverage Ratio	2.68	3.13	3.58	3.58	0.61	1.35	1.46	1.58	1.63	1.67	1.70	1.75

WITHOUT REALIGNMENT
SEWER FUND

Multi-Year Sewer Utility Fund Forecast	Estimated 2017	Proposed 2018***	Projected 2019	Projected 2020	Projected 2021	Projected 2022	Projected 2023	Projected 2024	Projected 2025	Projected 2026	Projected 2027	Projected 2028
Annual Increase / (Decrease) in Sewer Rates	5.00%	0.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	3.00%	3.00%	3.00%	3.00%
Total Operating Revenues	\$2,911,950	\$2,895,042	\$3,312,713	\$3,755,185	\$4,175,831	\$4,451,592	\$4,705,678	\$4,972,768	\$5,115,495	\$5,262,566	\$5,414,114	\$5,570,277
Total Operating Exp. (less Debt Service & Cash Funded Capital)	(\$2,239,531)	(\$2,189,969)	(\$2,090,467)	(\$1,992,492)	(\$1,896,092)	(\$1,951,757)	(\$2,009,091)	(\$2,068,146)	(\$2,128,973)	(\$2,191,625)	(\$2,256,156)	(\$2,322,624)
Surplus Before Debt Service, Capital	\$672,419	\$705,072	\$1,222,247	\$1,762,693	\$2,279,739	\$2,499,835	\$2,696,586	\$2,904,622	\$2,986,523	\$3,070,941	\$3,157,957	\$3,247,652
<u>Sewer System Capital Expenses:</u>												
Existing Debt Service (P+I)	(\$1,125,805)	(\$1,125,805)	(\$1,125,805)	(\$2,440,815)	(\$2,976,415)	(\$2,968,915)	(\$2,960,165)	(\$2,955,165)	(\$2,943,665)	(\$2,950,915)	(\$2,945,915)	(\$2,954,165)
New Debt Service (P+I)	\$0	\$0	(\$13,159)	(\$109,132)	(\$191,946)	(\$191,946)	(\$191,946)	(\$191,946)	(\$191,946)	(\$191,946)	(\$191,946)	(\$191,946)
Cash Funded Capital	(\$200,000)	(\$160,000)	\$0	\$0	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)	(\$100,000)
Surplus / (Deficit) After Debt Service, Cash Funded Capital	(\$653,385)	(\$580,733)	\$83,282	(\$787,254)	(\$988,622)	(\$761,027)	(\$555,525)	(\$342,489)	(\$249,089)	(\$171,921)	(\$79,904)	\$1,541
Current Planned Connections (Including Mayfair)	62	86	89	81	5	-	-	-	-	-	-	-
Long Term Estimated Connections	-	-	-	-	-	-	-	-	-	-	-	-
Availability Fee Revenues	\$1,490,400	\$1,857,600	\$1,922,400	\$1,738,800	\$97,200	\$213,563	\$197,139	\$186,387	\$181,704	\$179,683	\$179,915	\$182,916
Net Surplus/(Deficit) After Debt Service, Capital & Availabilities	\$837,015	\$1,276,867	\$2,005,682	\$951,546	(\$891,422)	(\$547,464)	(\$358,386)	(\$156,102)	(\$67,385)	\$7,762	\$100,011	\$184,457
Total Cash and Cash Equivalents	\$3,776,085	\$5,052,952	\$7,058,634	\$8,010,180	\$7,118,758	\$6,571,294	\$6,212,908	\$6,056,806	\$5,989,421	\$5,997,183	\$6,097,194	\$6,281,651
Cash as Percentage of Annual Expenditures	106%	145%	219%	176%	138%	126%	118%	114%	112%	110%	111%	113%
Debt Coverage Ratio	1.92	2.28	2.76	1.37	0.75	0.86	0.92	0.98	1.01	1.03	1.06	1.09

**WITHOUT REALIGNMENT
COMBINED**

Average Bills	2018***	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Sewer	77.40	81.60	86.04	90.76	95.75	101.05	106.66	109.64	112.70	115.86	119.11
Water	41.11	43.13	45.27	47.53	49.93	52.48	55.18	56.61	58.08	59.60	61.16
Total Bill	118.51	124.73	131.31	138.29	145.68	153.53	161.84	166.24	170.78	175.45	180.27
Yearly % Change		5.2%	5.3%	5.3%	5.3%	5.4%	5.4%	2.7%	2.7%	2.7%	2.7%

	Estimated 2017	Proposed 2018***	Projected 2019	Projected 2020	Projected 2021	Projected 2022	Projected 2023	Projected 2024	Projected 2025	Projected 2026	Projected 2027	Projected 2028
Multi-Year Total Utility Fund Forecast												
Annual Increase / (Decrease) in Water Rates	3.00%	0.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	3.00%	3.00%	3.00%	3.00%
Annual Increase / (Decrease) in Sewer Rates	5.00%	0.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	3.00%	3.00%	3.00%	3.00%
Total Operating Revenues	\$5,400,033	\$5,296,737	\$5,889,388	\$6,534,802	\$7,144,513	\$7,597,151	\$8,015,196	\$8,454,539	\$8,692,441	\$8,937,592	\$9,190,213	\$9,450,537
Total Operating Exp. (less Debt Service & Cash Funded Capital)	(\$4,414,479)	(\$4,360,980)	(\$4,161,619)	(\$3,965,303)	(\$3,772,125)	(\$3,883,066)	(\$3,997,335)	(\$4,115,032)	(\$4,236,260)	(\$4,361,126)	(\$4,489,738)	(\$4,622,208)
Surplus Before Debt Service, Capital	\$985,554	\$935,757	\$1,727,769	\$2,569,498	\$3,372,388	\$3,714,085	\$4,017,861	\$4,339,507	\$4,456,181	\$4,576,466	\$4,700,475	\$4,828,329
<u>Sewer System Capital Expenses:</u>												
Existing Debt Service (P+I)	(\$1,906,693)	(\$1,907,852)	(\$1,907,639)	(\$3,221,646)	(\$4,826,073)	(\$3,852,113)	(\$3,838,560)	(\$3,827,756)	(\$3,809,383)	(\$3,818,942)	(\$3,824,682)	(\$3,836,853)
New Debt Service (P+I)	\$0	\$0	(\$13,159)	(\$133,557)	(\$309,666)	(\$378,535)	(\$378,535)	(\$378,535)	(\$378,535)	(\$378,535)	(\$378,535)	(\$378,535)
Cash Used to Pay Existing Debt		\$0										
Cash Funded Capital	(\$862,620)	(\$769,280)	(\$257,062)	(\$828,120)	(\$100,000)	(\$350,000)	(\$350,000)	(\$350,000)	(\$350,000)	(\$350,000)	(\$350,000)	(\$350,000)
Surplus / (Deficit) After Debt Service, Cash Funded Capital	(\$1,783,758)	(\$1,741,374)	(\$450,090)	(\$1,613,825)	(\$1,863,351)	(\$866,563)	(\$549,233)	(\$216,784)	(\$81,737)	\$28,989	\$147,259	\$262,941
Current Planned Connections	62	86	89	81	5	-	-	-	-	-	-	-
Long Term Estimateed Connections	-	-	-	-	-	-	-	-	-	-	-	-
Availability Fee Revenues	\$3,267,784	\$4,072,444	\$4,214,506	\$3,811,997	\$213,093	\$439,574	\$426,765	\$423,091	\$429,280	\$439,706	\$453,767	\$471,798
Net Surplus/(Deficit) After Debt Service, Capital & Availabilities	\$1,484,026	\$2,331,070	\$3,764,416	\$2,198,172	(\$1,650,258)	(\$426,988)	(\$122,469)	\$206,307	\$347,543	\$468,695	\$601,026	\$734,739
Total Cash and Cash Equivalents	\$8,009,082	\$10,340,152	\$14,104,567	\$16,302,739	\$14,652,481	\$14,225,493	\$14,103,025	\$14,309,331	\$14,656,875	\$15,125,570	\$15,726,596	\$16,461,334
Cash as Percentage of Annual Expenditures	111%	147%	222%	200%	163%	168%	165%	165%	167%	170%	174%	179%
Debt Coverage Ratio	1.92	2.28	2.76	1.37	0.75	0.86	0.92	0.98	1.01	1.03	1.06	1.09



STAFF REPORT
ACTION ITEM

Item # 12.a

SUBJECT: Advertising Services Contract Award

DATE OF MEETING: May 23, 2017

STAFF CONTACTS: Daniel C. Davis, Assistant Town Manager
Kathy Elgin, Procurement Specialist

SUMMARY and RECOMMENDATIONS:

At the February 28, 2017 meeting, the Town Council approved and authorized for release the Invitation for Bid for Advertising Services that was drafted by staff. Three Proposals were received and evaluated. Staff recommends award to the Purcellville Gazette as its primary paper for Legal, Public Service Announcements, Special Events and Employment advertising.

BACKGROUND:

The Town of Purcellville has four general types of advertising that are done via newspaper. They include: Legal, General Public Notices, Events, and Employment. (A detailed description of these can be found in the January 10, 2017 Staff Report that follows.)

The current competitively bid contract for legal advertising is with Master Media Group, Inc., known as the Purcellville Gazette and expires on December 13, 2017. Ads for the General Public Notices, Events and Employment are not currently under contract. Instead, quotes are received as needed for these ads from the paper(s) deemed to best satisfy the distribution needs of the information being distributed.

At the direction of the Town Council, IFB# ALL-2017-05 was issued on DATE. Three bids were received by the April 11, 2017 bid due date. Bids were received from:

Purcellville Gazette
Blue Ridge Leader and Loudoun Today (single bid for both papers)
Loudoun Now

BID SUMMARY – Refer to the Verified Bid Tabulation sheet that follows

NOTE - The Blue Ridge Leader & Loudoun Today only submitted on LOT 2.

NOTE – The Blue Ridge Leader & Loudoun Today did not bid on a per word basis as requested. Therefore, calculation was necessary to convert cost in order to compare cost

NOTE - Loudoun Now is not yet certified with the Courts, and did not provide the required mandatory forms. Loudoun Now must be deemed non-responsible (not legally qualified to perform the work) and non-responsive (failed to provide mandatory bid forms with bid submission).

Lot 1

Purcellville Gazette is the low bidder with a per word cost of \$0.01

Purcellville Gazette is the only bidder that qualified pursuant to 8.01-324 and 8.01-324/B

Lot 2 - Public Notices

Purcellville Gazette is the lowest responsive, responsible bidder with a per word cost of \$0.01

Lot 2 - Special Events

While Loudoun Now had better pricing on 2 Special Event ads, the Purcellville Gazette provides a better value. Specifically:

A “Bonus” 1/4 page ad with the Gazette is less than either a 1/8, a 1/4 or a Bonus 1/4 page ad from either the Blue Ridge Leader or Loudoun Now. Gazette - \$145 - others range from \$147 to \$350.

A “Bonus” 1/2 page ad with the Gazette is less than either a 1/2 or a “Bonus” 1/2 page ad from the others. Gazette - \$215, others range from \$425 to \$605

Full Page Ad with the Gazette is \$620 as compared to \$825 and \$920

*See Note above regarding Loudoun Now

Lot 2 - Employment

Purcellville Gazette is the lowest responsive, responsible bidder with a per word cost of \$0.50

*See Note above regarding Loudoun Now

The IFB clearly stated that while the intent was to award a contract(s) to the lowest responsive, responsible bidder to be the primary paper for each lot, we reserved the right to publish in any and all papers deemed to be in the best interest of the Town. As such, staff recommends awarding a contract for each lot to the Purcellville Gazette. However, the Town still retains the flexibility to use any of the other papers (or even those that did not respond) in its non-legal advertisements (specifically, events and employment ads).

ISSUES:

The Current contract does not expire until December 31, 2017. A decision by Council needs to be made regarding the effective date of the proposed contract.

BUDGET IMPACT:

Staff has compared the bids to our current prices, and the following SAVINGS are noted:

Lot 1 – Legal - \$0.009/word (comparing current contract to low bid)

Lot 2 – Public Notices - \$0.66 to \$0.82/word, depending on font size (comparing only the responsive, responsible bidders)

Lot 2 – Special Events - Without estimated quantities, it is difficult to document a cost savings. If we only advertise in the primary paper using the Bonus ¼ or Bonus ½ page ads, we save several hundred dollars on each event.

Lot 2 – Employment \$0.17 to \$0.33/word, depending on font size (comparing only the responsive, responsible bidders)

MOTION(S):

I move that the Town Council award the advertising services contract to the Purcellville Gazette for Lot 1-LEGAL and Lot 2-Public Notices, effective _____. I further move that staff continue to use other publications as appropriate and necessary when placing ads for events and employment.

ATTACHMENT(S):

1. January 10, 2017, Staff Report, "Paper of Record and Legal Advertising for the Town of Purcellville"
2. February 28, 2017, Staff Report, "Advertising Services Invitation for Bid Solicitation #ALL-2017-05"
3. Media Services current contract
4. Verified Bid Tabulation spreadsheet



STAFF REPORT
DISCUSSION ITEM

Item #12c

SUBJECT: Paper of Record and Legal Advertising for the
Town of Purcellville

DATE OF MEETING: January 10, 2017

STAFF CONTACTS: Robert W. Lohr, Jr., Town Manager
Diana Hays, Town Clerk/Project Manager

SUMMARY and RECOMMENDATIONS:

For years, the Town has followed the state guidelines in procuring a newspaper to serve as our paper of record for legal notices and publications. The two most recent procurements occurred in 2008 and 2012. Members of the Town Council have asked questions on how the Town handles our legal ads and general advertisements. After outlining the process that the Town uses, the item was placed on the Town Council agenda for further discussion and policy direction.

BACKGROUND:

The Town of Purcellville has four general types of ads and notices that we place in the papers. They include the following:

- 1) **LEGAL ADS** – Legal ads require a specific notice as outlined by the Town Code and/or Code of Virginia. These ads are critical notices that must be placed in a legal paper of record that is identified by the Town. Examples of these type of ads include zoning actions, budget notifications, tax notifications, ordinances, resolutions and other legal documents.

As required by § 8.01-324 of the Code of Virginia, these legal notices and publications, as required by law, must be published in a newspaper that meets the following qualifications:

- Have a bona fide list of paying subscribers;

- Have been published and circulated at least once a week for twenty-four consecutive weeks without interruption for the dissemination of news of a general or legal character;
 - Have a general circulation in the area in which the notice is required to be published;
 - Be printed in the English language; and
 - Have a second-class mailing permit issued by the United States Postal Service. (However, a newspaper which does not have a second-class mailing permit may petition the circuit court for the jurisdiction in which the paper is located for authority to publish ordinances, resolutions, notices or advertisements.)
- 2) **GENERAL PUBLIC NOTICES** – These notices are business or informational items that are not required by law to be published in a paper of record but are informational. These can be notices of grants, program changes and helpful reminders such as due dates. These ads are usually informational and can be published in any type of media including electronic.
- 3) **EVENT ADS** – Event ads are special notices that we place in the paper related to special events and programs that occur throughout the Town. These may include items such as the Wine and Food Festival, Loudoun Grown Expo, Music and Arts Festival, parades and other types of social or community events that occur within our community. These ads are usually driven by a marketing plan and based on target markets for those attending the event. For instance, the goal for the Wine Festival is to bring in attendees from outside of the County and as a result much effort is made to place digital and print ads in media that reach a broad audience. These type of event ads sometimes go outside of the more traditional newspaper media and are placed in magazines that are distributed throughout the state and web ads are placed on wine event specific websites. We have seen a significant increase in social media campaigns for these types of special events since we can target a specific audience that are likely to participate. With these types of special events, there is a significant trend towards utilizing more social media and digital campaigns rather than utilizing print media.
- 4) **EMPLOYMENT ADS** – The fourth major use of print and electronic ads involves the recruitment of employees and staff whenever there is a vacancy within the Town. While the Town still tries to use some of our local papers, there has been a bigger push to take advantage of electronic media and websites for career specific

jobs that we may be recruiting. For example, the Town uses Virginia Municipal League which has a free employment website hosted by VML and is viewed by government employees throughout the State of Virginia. In addition, we will use specific groups such as ICMA, VLGMA, International Association of Chiefs of Police (IACP), and other professional trade organizations that provide websites and job listing categories. Depending on the specific position, we have found that we are far more successful advertising in Winchester and the Shenandoah Valley area when recruiting specific positions than attempting to advertise in the Washington Metropolitan area. Regardless, the strategy for each position is discussed with HR and the department before ads are placed and we normally always have at least one ad in a local paper and then try to push out to all of Loudoun and other target areas in addition to any electronic website postings.

For our legal ads, the Town of Purcellville has completed procurement approximately every five years with the last two procurements occurring in 2008 and 2012. Normally, the Town will procure for one year and then have four additional one year renewal periods based on mutual consent by both parties. This helps save the Town cost and time of having to complete annual procurements which can have a negative impact on the cost of doing business and the taxpayer. The Town is currently in their second contract renewal period with Master Media Group Inc. which is known as the Purcellville Gazette. The Town is in the last year of optional renewal periods and the contract is a simplified \$.19/word contained in the advertisement. In addition, as is similar in most of our contracts, the Town may terminate the contract without cause at any time by giving the contractor no fewer than ten days' notice in advance of the termination date and paying all outstanding bills owed to the contractor. During my tenure with the Town, we have procured contracts with Loudoun Times Mirror, Leesburg Today and Purcellville Gazette. During the last contract renewal period in 2012, three companies bid for the legal advertising contract.

ISSUES:

Our Council has addressed questions as to how we allocate advertising and it would be helpful if the Town Council can discuss some general policy questions and provide direction to staff which will be helpful as we move forward in the future. Some of these questions were addressed earlier in emails and include the following:

- 1) Do you want to choose one vendor after the procurement process to be our paper of record and provide all legal ads?
- 2) Do you want to procure one paper to do all legal ads, events and public notices? That would mean we would use only one paper and they must meet all our requirements.

It would also mean that we would be using the most attractive price which would be a savings to our taxpayers.

- 3) Do you want to do two separate procurements (one for legal ads and one for general notices/event ads)?
- 4) Do you want to do a procurement for legal ads and then rotate the general ads between local papers that meet specific guidelines established by the Town?
- 5) Do you want to use multiple papers that are procured and rotate them?
- 6) Do you want to procure a paper to process all legal ads and then put all of the general ads in all of the local papers, every time?
- 7) What requirements/performance standards do you want to include in any RFP?
 - a. Required daily, weekly, bimonthly or monthly publication
 - b. Circulation requirements in Purcellville, Western Loudoun or Loudoun
 - c. Method of delivery such as mail, paper box, front yard, public paper box or step
 - d. Whether the paper charges for distribution or circulation
 - e. Location of ads
 - f. Turnaround times for publication once the Town delivers the notice

Once we address any concerns or priorities the Town Council has on the above questions, it will allow staff to move forward to make sure that our advertising program reflects the expectations and policy priorities of the Town Council.

BUDGET IMPACT:

By continuing to procure the legal ads, it ensures continuity and cost savings along with a level of performance needed to ensure that the Town's legal ads are properly advertised. By competitively procuring these ads, there can be a significant savings to the taxpayers and residents. If the Town wants to broaden our advertising and print media where for example, every non-legal ad is put in a designated group of papers, this will increase the advertising exposure but also substantially increase the potential budget impact. Based on direction from Town Council, we can provide more concrete numbers on the potential impact based on the direction chosen by Council.

MOTION(S):

Since this is a discussion item, staff has not included any recommended motions and we will wait for further input by Town Council before changing our current process.

ATTACHMENT(S):

1. None



STAFF REPORT
ACTION ITEM

Item #12b

SUBJECT: Advertising Services Invitation for Bid
Solicitation # ALL-2017-05 IFB

DATE OF MEETING: February 28, 2017

STAFF CONTACTS: Robert W. Lohr, Jr., Town Manager
Diana Hays, Town Clerk/Project Manager

SUMMARY and RECOMMENDATIONS:

At the January 10, 2017 meeting, the Town Council and staff discussed the Town's process for identifying a paper of record for legal advertising for the Town of Purcellville. The Town is in the last year of an optional renewal period of a contract that was issued to Master Media Group, Inc. which is known as the Purcellville Gazette. This contract was renewed in 2012 and the Town had three companies bid on the legal advertising request for proposal.

BACKGROUND:

At the request of Town Council, staff prepared an Invitation for Bid (IFB) for legal and general advertising services and are prepared to put it on the street to obtain new bids. The major components of the IFB include the following:

- 1) Break out the bids to allow for maximum participation by all print media that cover our community and can meet the specific local and state code requirements.
- 2) Per Council feedback, the staff broke out the solicitation into two lots. The first lot is the legal advertising section which will be identified as the legal paper of record for the Town and all town and state code legal ads must be placed in that paper. Lot two includes public notices, special events and employment opportunities. Qualified bidders may submit bids for either lot or both.
- 3) The Town reserves the right to place any and all advertisements in additional publications deemed necessary to reach its targeted audiences. This is specifically true for employment ads.

A copy of the Invitation for Bid for Advertising Services has been included in this document under Attachment I.

ISSUES:

Since the current contract runs through the end of the year, the Town Council will have to determine when they want the new contract period to begin. It is anticipated that we will bid the project within the next thirty to forty-five days.

BUDGET IMPACT:

Depending on the prices that we receive, this could have an impact to our budget by either increasing or decreasing our legal and special advertising budget. For several years, the Town saw this increase each time it was bid and then the Town saw a substantial decrease in cost through competition when additional papers chose to bid on the document resulting in thousands of dollars of savings annually. The complete fiscal impact will not be known until the final contract is bid and an analysis of the prices are conducted by staff.

MOTION(S):

1. "I move that the Town staff proceed with the Advertising Services Invitation for Bid Solicitation # ALL-2017-05 IFB."

OR

2. "I move that we direct staff to make the following changes to the Advertising Services Invitation for Bid Solicitation # ALL-2017-05 IFB and proceed with advertising this proposal."

ATTACHMENT(S):

1. Advertising Services Invitation for Bid Solicitation # ALL-2017-05 IFB



**ADVERTISING SERVICES
INVITATION FOR BID
SOLICITATION # ALL-2017-05 IFB**

Issue Date:

Procurement Contact & Questions:

Kathy Elgin, CPPO
Procurement Specialist
kelgin@purcellvilleva.gov

Delivery Address:

Town of Purcellville
Procurement Office
221 S. Nursery Ave.
Purcellville, VA 20134

Due Date:

TABLE OF CONTENTS

Invitation for Bid.....	1-3
Contract.....	4-10
Mandatory Bid Forms	i-v

DRAFT

The Town of Purcellville is requesting bids advertising services. All fully qualified firms are invited to submit a bid in accordance with the requirements of this Invitation for Bid (“IFB”) and Advertising Contract (“Contract”).

- I. PURPOSE: The intent of this Invitation for Bid is to obtain the services of one or more qualified newspapers with general circulation in Purcellville, Virginia and the surrounding towns. The services of the newspaper(s) will be utilized by various Town departments for periodic advertisements of Legal Notice, Public Notices (Public Service Announcements), Special Events and Employment Opportunities. The resulting contract(s) will be for a period of one-year with renewal options up to four additional, consecutive one-year periods.

This solicitation is being separated by lot. Lot 1 is the Legal Advertising. Lot 2 includes Public Notices, Special Events and Employment Opportunities. Qualified Bidders may submit bids for either lot or both.

- II. MINIMUM QUALIFICATIONS FOR LEGAL ADVERTISING: Only those bidders that provide documentation in their bid proving that they satisfy the following Code of Virginia and additional Town criteria shall be considered for further evaluation. Failure to include documentation on the qualifications stated below may result in the bid being rejected as non-responsive.

- A. CODE OF VIRGINIA CRITERIA: In accordance with the Code of Virginia §8.01-324, those newspapers which may be used for legal notices and publications must meet the following criteria:

1. Have a bona fide list of paying subscribers;
2. Have been published and circulated at least once a week for twenty-four consecutive weeks without interruption for the dissemination of news of a general or legal character;
3. Have a general circulation in the area in which the notice is required to be published;
4. Be printed in the English language; and
5. Have a second-class mailing permit issued by the United States Postal Service.

NOTE: Those newspapers that do not have a second-class mailing permit may petition the circuit court, per §8.01-324.5.B of the Code of Virginia.

- B. ADDITIONAL TOWN CRITERIA - Have a 95% or better verified circulation to single family homes within the Town of Purcellville corporate limits.

III. CONTACT FOR COMMENTS CONCERNING SPECIFICATIONS: The Principal Procurement Contact for this solicitation is:

Kathy Elgin, CPPO, Procurement Specialist
Telephone Number: (540) 751-2391
Email: kelgin@purcellvilleva.gov

All questions concerning the specifications, requirements or other provisions of this IFB should be directed in writing not later than five (5) business days prior to the bid due date to Kathy Elgin, who alone is empowered to clarify such inquiries. All questions will be answered via written addenda which will be posted on the Town's website at www.purcellvilleva.gov/bids.aspx.

- IV. ADA ACCOMMODATION: If you require any reasonable accommodation for any type of disability in order to participate in this procurement process, please contact the Procurement contact listed on the cover of this solicitation.
- V. ETHICS IN PUBLIC CONTRACTING: The provisions contained in Article 6. Ethics in Public Contracting of the Virginia Public Procurement Act as set forth in the Code of Virginia, as amended apply to this solicitation.
- VI. BID SUBMISSION AND DUE DATE AND TIME: Place the following fully completed mandatory bid forms in a sealed, opaque envelope marked as follows:

**ADVERTISING SERVICES BID
ALL-2017-05**

- Bid Identification and References form with full references completed
- Bid Submission Certifications form – all sections initialed by the authorized signatory
- State Corporation Commission Identification Number or Statement as required
- Trade Secrets or Proprietary Information form
- Bid Form with bid for cost per month and fully executed by authorized signatory

Sealed bids must be received by the BID DUE DATE by the BID DELIVERY ADDRESSEE shown on the cover sheet of this IFB, or as revised via subsequent addenda, if applicable.

Only bids placed on and including all of the mandatory official bid forms will be considered responsive. All bid forms are located in the appendix herein.

It is the sole responsibility of the firm or individual to submit a bid on time. Participants are strongly advised to submit their bids well in advance of the submission deadline. The time of submission shall be solely based on the decision and determination of the Town employee who receives the bid and that decision shall be final. All Bids received late will not be considered and shall be discarded by the Town. No facsimile, email or other digitally transmitted bids shall be considered.

All bids and submitted forms and materials become the sole property of the Town of Purcellville and will not be returned. All costs associated with participation in this solicitation process and IFB shall be the sole responsibility of the participating firms or individuals.

- VII. BID EVALUATION AND WAIVER OF INFORMALITIES: The award shall be made to the lowest responsive and responsible bidder. The Town reserves the right to waive any informality, cancel the IFB or reject any and all bids after all bids have been examined or to accept the bid of the firm or individual which the Town deems most favorable and in the best interests of the Town. Bids rejected or deemed unresponsive by the Town shall not be returned but will be discarded.
- VIII. WITHDRAWAL OF BIDS: Bids may be withdrawn only upon written request of the bidder sent to the procurement contact prior to the day and time of acceptance for bids.
- IX. REFERENCES: The Town will only consider bids from firms or individuals that have demonstrated excellent performance in at least three current contracts involving the provision of Advertising services at facilities comparable in size and nature of those specified herein. All firms or individuals submitting a bid must provide three (3) current business references with full contact information. The Town will contact these references to verify the professionalism, timeliness, responsiveness and quality of the Advertising services of the submitting firm or individual.
- X. FIRM LISTING AND RETENTION: The Town shall retain a list of all firms and individuals that submit a bid. During the duration of the Contract, if the current firm is terminated by the Town, the Town reserves the right to award the remaining duration of the Contract to the firm that submitted the next lowest, responsive bid and so on, with the mutual consent of the firm and Town.
- XI. CONTRACT AWARD AND TIE BIDS: Unless canceled or rejected, a responsive bid from the lowest responsible bidder shall be accepted as submitted except as provided by law. The Town reserves the right to award the services as a single Contract, to award several Contracts in any combination or award no Contract as deemed in the best interests of the Town as determined by the Town at its sole discretion. Tie bids shall be resolved pursuant to § 2.2-4324 of the Code of Virginia, as amended.

The lowest bid will be determined by the per word rate for each type of advertisement. The pricing per page size requested for the Special Events advertising will be used if graphic ads are deemed necessary for the market reached by the successful Bidder.

- XII. CURRENT CONTRACT COSTS: Currently, legal advertisements are the only category of ads that are under contract. That contract price is \$.019/word. All other ads have been priced as needed.



ADVERTISING SERVICES CONTRACT

- I. TYPES OF ADVERTISEMENTS: The purpose of the Advertising Services Contract (“Contract”) is to provide legal, public notice, special event and employment advertising in both print and on-line media as described below for the Town of Purcellville (“Town”).
- A. **LEGAL ADS** – Legal ads require a specific notice as outlined by the Town Code and/or Code of Virginia. These ads are critical notices that must be placed in a legal paper of record that is identified by the Town. Examples of these type of ads include but are not limited to: zoning actions, budget notifications, tax notifications, Public Hearings, notice of special elections, Real Estate notices, grant application notices, Request for Proposals, ordinances, resolutions and other legal documents.
 - B. **PUBLIC NOTICES (Public Service Announcements)** – These notices are business or informational items that are not required by law to be published in a paper of record but are informational. These can be notices of grants, program changes and helpful reminders such as tax or utility service due dates.
 - C. **SPECIAL EVENT ADS** – Event ads are special notices that we place in the paper related to special events and programs that occur throughout the Town. These may include items such as the Wine and Food Festival, Loudoun Grown Expo, Music and Arts Festival, parades and other types of social or community events that occur within our community.
 - D. **EMPLOYMENT ADS** – The fourth major use of print and electronic ads involves the recruitment of employees and staff whenever there is a vacancy within the Town.

The Town reserves the right to advertise any or all advertisements in additional publications deemed necessary to reach its targeted audience.

II. SCOPE OF SERVICES:

The Contractor shall meet or exceed the following scope of services:

- A. Provide weekly advertising services in one print and on-line publication the same day every week.
- B. Give the Town a deadline date and time those advertisements (ads) must be received by the newspaper every week in order to be in the next publication.

- C. Provide proofs and ad cost to the Town for final approval prior to any advertisement being published. The Contractor shall return proofs back to the Town within 24 hours of submission by the Town and shall notify the Town immediately if the ad cannot be accommodated and the reason stated therein.
- D. Minimize errors in publications. For any ads published with errors due to Contractor error, a full credit shall be issued to the Town.
- E. Layout shall be in the most compact, cost effective format that is still readable unless the ad requires certain specifications.
- F. Accept ads via email or fax.
- G. Accept ads in at least Microsoft Word or PDF formats. The Contractor shall provide a list of all formats that ads can be submitted in.
- H. Have no minimum amount of type that must be included in a particular ad.
- I. Charge a fixed cost per word for each ad placed no matter the size or style of the font. (Numbers shall also be considered one word. For example, \$1,250,000 shall be considered one word.)
- J. Provide a dedicated account representative that will be responsible for the Town's for each type of ad. The Town shall provide contact information for the account representative as well as for an immediate supervisor. Within the first thirty days of the initiation of the contract, the account representative shall meet with Town staff responsible for placing ads and mutually develop a work plan. The Town reserves the right to request a new account representative.
- K. Only accept changes to ads from designated Town staff members (see 4.2.3) or Department Heads. If changes are requested from individuals other than those listed, the Contractor shall contact the Town's contact for approval prior to making any changes.
- L. Assist the Town with emergency ads or modifications past the regularly scheduled deadline for submission of ads.
- M. Respond to inquiries from the Town the same day of inquiry or the next day.
- N. Notify the Town of any changes in schedules due to holidays or closings at least four weeks prior to the schedule change.
- O. Assign separate invoice numbers for each ad and provide a description of the ad that was placed on the invoice.

- P. Provide an affidavit of publication for each ad (proof of ad, notarized and signed proving that ad ran) no more than thirty (30) days after last date of ad's publication. (For those ads that run multiple weeks, one affidavit shall prove all dates.)
- Q. Publish all ads on the Contractors website at no additional charge.
- R. The services to be performed by the Newspaper shall be subject to the general control and approval of the Town's Contract Administrator or his authorized representative(s) ("Contract Administrator"). The newspaper shall not comply with requests and/or orders issued by anyone other than the Contract Administrator.
- S. Earmark the legal ads in the index of the front page each week.
- T. Set all legal ads in Times-New Roman type font with a header size of twelve (12) points, a subhead size of ten (10) points and a body copy size of eight (8) points, or as requested by the Town. Set legal ads to comply with specific statutory requirements as applicable. No additional charges will be allowed for bold or large type or underline.
- U. Promote the fact that public notice ads are contained in the paper (i.e., banner headlines in bold type).

The Town shall:

- A. Issue purchase orders or a blanket purchase order each year for all legal ads to be placed. The appropriate purchase order number will be provided with each ad.
 - B. Email or fax all advertisements to be placed.
 - C. Provide a contact list of staff (and backups) responsible for placing advertisements.
- III. PARTIES: The parties to the Contract are the Town and the Contractor. At all times during the Contract the Contractor shall be deemed an independent Contractor and not an employee of the Town.
- IV. INCORPORATION BY REFERENCE: All provisions, conditions and requirements of the Invitation for Bid dated _____ and all bid forms and certifications of the successful Contractor are incorporated by reference into the provisions, conditions and requirements of this Contract.
- V. CONTRACT TERM: The initial duration of this Contract shall commence on _____ and terminate on _____. The Contract may be renewed for up to four (4) additional one-year periods upon mutual agreement of both parties.
- VI. TERMINATION:

- A. CONVENIENCE: The Contract may be terminated without cause by either party upon thirty (30) calendar days advance written notice to the other party. All sums earned and due to the Contractor up to the date of termination shall be paid to the Contractor if service quality is deemed satisfactory by the Town at the Town's sole discretion.
- B. CAUSE: The Town may also immediately terminate this Contract at any time for non-performance, default, quality deficiencies or negligence by the Contractor. The determination of non-performance, default, quality deficiency or negligence by the Contractor will be made solely by the Town at the Town's discretion. Outstanding payments for services due to the Contractor will only be paid upon such termination if the Town, in its sole discretion, finds that the payments are **not related** to any services rendered or incidents by Contractor that are the subject of the Town's finding of non-performance, default quality deficiency or negligence under the Contract.
- C. NON-APPROPRIATION: When funds are not appropriated or otherwise made available to support continuation of performance in a subsequent fiscal year, the contract shall be cancelled and the contractor shall be paid for services performed through the Termination Date.

VII. BILLING AND ESCALATION PAYMENTS: The Contractor shall invoice the Town for services rendered as required by the Contract at rates shown on the BID FORM.

Contractor shall submit invoices at the end of each calendar month. Invoices are to include the detailed breakdown of all charges, and shall be based on completion of tasks or deliverables. Each account number shall be billed directly. Multiple accounts' billing on one invoice shall not be accepted. Upon inspection and acceptance of the work and receipt of proper invoice, the Town will render payment within thirty (30) days. Proper invoice will include the authorizing Purchase Order Number (s).

VIII. MANDATORY INSURANCE COVERAGE AND ASSUMPTION OF RISK: The Contractor will not commence work under this Contract nor receive any payments due until all insurance requirements herein have been met. A Certificate of Insurance displaying the required coverage and listing the Town of Purcellville as a Named Additional Insured (not certificate holder) shall be provided by the Contractor to the Town within seven (7) calendar days of the award of this Contract.

- A. WORKER'S COMPENSATION: The Contractor will maintain statutory Worker's Compensation and Employers' Liability insurance under all Commonwealth of Virginia statutory requirements, to protect the Contractor and the Town from any liability or damages for any injuries, including death and disability, to any and all of its employees, volunteers, or subcontractors, including any and all liability or damage which may arise by virtue of any statute or law in force within the Commonwealth of Virginia, or which may be hereinafter enacted.
- B. LIABILITY INSURANCE: The Contractor shall purchase and maintain with a company or companies authorized to do business in the Commonwealth of Virginia,

- public liability insurance in the amount of \$2,000,000 combined single limit, which will protect the Contractor, any subcontractors, and the Town against any and all injuries to third parties, including bodily injury and personal injury, wherever located, resulting from any action, inaction, activity, or operation under this Contract or in connection with the Contractor's services and work under the Contract.
- C. The Contractor agrees to provide the required insurance coverage from companies admitted within the Commonwealth of Virginia with an AM Best's Key Rating of AA or higher.
- D. **ASSUMPTION OF RISK:** The Contractor agrees that it shall be solely responsible for its work and every part thereof, and for all materials, supplies, tools, equipment, appliances, and property of any and all description used in connection with the performance under this Contract. The Contractor assumes all risks of direct and indirect damage or injury to the property or persons used or employed on or in connection with the work contracted for, and of all damage or injury to any person or property wherever located resulting from any action, inaction, error, omission, commission or operation under the Contract, or in connection in any way whatsoever with the contracted work and services.
- E. **INSURANCE AND CERTIFICATE MODIFICATION:** No change, cancellation, or non-renewal shall be made in any insurance coverage without thirty (30) days written notice to the Town. The Contractor shall furnish a new Certificate of Insurance that complies with all requirements of the Contract prior to any change or cancellation date. The failure of the Contractor to deliver a new and valid certificate will result in suspension of all work and payments due until the new certificate is furnished to the Town. Such failure shall also serve as grounds for immediate termination of the Contract by the Town at the Town's sole discretion.
- F. The Town of Purcellville shall be named as an additional insured (not certificate holder) in the General Liability policy and it shall be so stated on the Certificate of Insurance **with the provision that this coverage is primary to all other coverage the Town may possess.**
- IX. **INDEMNIFICATION AND HOLD HARMLESS:** The Contractor agrees to indemnify, defend and hold harmless the Town including its Council members, officers, agents, employees, volunteers, agents, Contractors and subcontractors from any claims, damages, suits, actions, liabilities and costs of any kind or nature, whether at law or in equity, including attorneys' fees arising or resulting from or in any way connected with the performance of the services by the Contractor, its employees or its agents, assigns or subcontractors under the Contract. The Contractor specifically agrees that it shall at its sole cost and expense, and upon demand of the Town, defend and provide attorneys, all costs of investigation, litigation and appeal to defend the Town, its Council members, officers, agents, employees, volunteers, agents, Contractors and subcontractors from any claims, damages, suits, actions, liabilities and costs of any kind or nature brought against the Town, its officers, agents, employees and volunteers arising or resulting from or in any way

connected with the Contract and the action, actions, or inaction of the Contractor, any subcontractor or third party. The attorney(s) selected to defend the Town shall be subject to approval by the Town.

- X. APPLICABLE LAW AND SEVERABILITY: This Contract shall be governed in all respects by the laws of the Commonwealth of Virginia and any litigation or action thereto shall be brought in the Courts of Loudoun County. In the event that any one or more of the provisions contained herein shall, for any reason, be held to be invalid, illegal or unenforceable in any respect, such invalidity, illegality or unenforceability shall not affect any other provisions of this Contract, but the Contract shall be construed as if such invalid, illegal or unenforceable provisions had never been contained herein, unless the deletion of such provision or provisions would result in such a material change so as to cause completion of the transactions contemplated herein to be unreasonable.
- XI. LICENSE REQUIREMENTS: The Contractor shall meet all applicable federal, state, Town and county licensing requirements. The failure to maintain all required federal, state, Town and county licenses shall be grounds for the Town to withhold payments due until all licensing requirement are satisfied. A failure to meet all applicable licensing requirements shall also be grounds for the immediate termination of the Contract at the Town's sole discretion.

Business, Professional and Occupational Licensing (BPOL) Tax Ordinance: All firms doing business in Purcellville are required to be licensed in accordance with the Town's "Business, Professional, and Occupational Licensing (BPOL) Tax" Ordinance.

Wholesale and retail merchants without a business location in Purcellville are exempt from this requirement. Questions concerning the BPOL Tax should be directed to 540-751-2332.

- XII. ANNUAL CERTIFICATION OF QUALIFICATIONS: Contractor will provide documentation to the Town Contract Administrator at least sixty (60) days prior to the expiration of the then current contract term that certifies compliance of § 8.01-324 of the Code of Virginia. Specifically, the newspaper must meet the following qualifications:
- A. Have a bona fide list of paying subscribers;
 - B. Have been published and circulated at least once a week for twenty-four consecutive weeks without interruption for the dissemination of news of a general or legal character;
 - C. Have a general circulation in the area in which the notice is required to be published;
 - D. Be printed in the English language; and
 - E. Have a second-class mailing permit issued by the United States Postal Service or have petition the circuit court for the for authority to publish ordinances, resolutions, notices or advertisements for Purcellville, VA.

- XIII. COMPLIANCE WITH IMMIGRATION LAW: The Contractor certifies that it does not,

and during the performance of this Contract shall not, knowingly employ an unauthorized alien as defined in the federal Immigration Reform and Control Act of 1986.

XIV. EMPLOYMENT DISCRIMINATION BY CONTRACTORS PROHIBITED: During the performance of this contract, the Contractor agrees as follows:

- A. The Contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age or disability, or any other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the Contractor. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
- B. The Contractor, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, shall state that such Contractor is an equal opportunity employer.
- C. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient to meet this requirement.
- D. The Contractor will include the provisions of the foregoing paragraphs a, b and c in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or Contractor vendor.

XV. DRUG-FREE WORKPLACE: During the performance of this contract, the Contractor agrees to (i) provide a drug-free workplace for the Contractor's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, or use of a controlled substance or marijuana is prohibited in the Contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or behalf of the Contractor that the Contractor maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor. For the purposes of this section, a "drug-free workplace" means a site for the performance of work done in connection with a specific contract awarded to a Contractor in accordance with this chapter, the employees of whom are prohibited from engaging in unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana during the performance of the contract.

XVI. COMPLIANCE WITH STATE LAW; FOREIGN AND DOMESTIC BUSINESSES AUTHORIZED TO TRANSACT BUSINESS IN THE COMMONWEALTH:

- A. All public bodies shall include in every written contract a provision that a Contractor organized as a stock or non-stock corporation, limited liability company, business trust,

or limited partnership or registered as a registered limited liability partnership shall be authorized to transact business in the Commonwealth as a domestic or foreign business entity if so required by Title 13.1 or Title 50 or as otherwise required by law.

- B. Pursuant to competitive sealed bidding or competitive negotiation, all public bodies shall include in the solicitation a provision that requires a bidder or offeror organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 to include in its bid or proposal the identification number issued to it by the State Corporation Commission. Any bidder or offeror that is not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 or as otherwise required by law shall include in its bid or proposal a statement describing why the bidder or offeror is not required to be so authorized.
- C. Any bidder or offeror described in subsection B that fails to provide the required information shall not receive an award unless a waiver of this requirement and the administrative policies and procedures established to implement this section is granted by the Director of the Department of General Services or his designee or by the chief executive of a local governing body.
- D. Any business entity described in subsection A that enters into a contract with a public body pursuant to this chapter shall not allow its existence to lapse or its certificate of authority or registration to transact business in the Commonwealth, if so required under Title 13.1 or Title 50, to be revoked or cancelled at any time during the term of the contract.
- E. A public body may void any contract with a business entity if the business entity fails to remain in compliance with the provisions of this section.

XVII. NO DISCRIMINATION AGAINST FAITH-BASED ORGANIZATIONS: The Town does not discriminate against faith-based organizations.

XVIII. USE BY OTHER JURISDICTIONS: As authorized in Section 2.2-4304 of the Code of Virginia, this procurement is being conducted on behalf of and may be used by public bodies, agencies, institutions and localities of the several states, territories of the United States, and the District of Columbia with the consent of the Contractor.

XIX. EXECUTION:

FOR THE TOWN OF PURCELLVILLE:

Robert W. Lohr, Jr., Town Manager

Date

FOR (CONTRACTOR):

(Contractor)

Date

**County of Loudoun
Commonwealth of Virginia**

The foregoing Advertising Services Contract was acknowledged before me on behalf of,
(Contractor)

_____ this _____ day of _____, 2017.

STAMP OR SEAL:

Notary Public

My Commission Expires: _____

Notary Registration #: _____

**County of Loudoun
Commonwealth of Virginia**

The foregoing Advertising Services Contract was acknowledged before me on behalf of the Town
of Purcellville by Robert W. Lohr, Jr., Town Manager, this _____ day of _____,
2017.

STAMP OR SEAL:

Notary Public

My Commission Expires: _____

Notary Registration #: _____

APPENDICES

MANDATORY BID FORMS AND CERTIFICATIONS

BID PRICING

NOTE: Pursuant to the Invitation for Bid #ALL-2017-05 for Advertising Services, the bid below is to provide all materials, labor, supplies, equipment and service to provide high quality Advertising services for each facility for the Town of Purcellville.

Est. Qty	AD TYPE	Unit Bid Price	Extended Bid Price
LOT 1	Legal	<input type="text"/> /word	<input type="text"/>
LOT 2	Public Notices	<input type="text"/> /word	<input type="text"/>
	Special Events – Words Only	<input type="text"/> /word	<input type="text"/>
	Special Events- 1/8 th page color	<input type="text"/> /ad	<input type="text"/>
	Special Events- 1/4 th page color	<input type="text"/> /ad	<input type="text"/>
	Special Events- Bonus 1/4 th page color	<input type="text"/> /ad	<input type="text"/>
	Special Events- 1/2 page color	<input type="text"/> /ad	<input type="text"/>
	Special Events- Bonus 1/2 page color	<input type="text"/> /ad	<input type="text"/>
	Special Events- Full page color	<input type="text"/> /ad	<input type="text"/>
	Employment	<input type="text"/> /word	<input type="text"/>
TOTAL LOT 2			<input type="text"/>

TAX EXEMPTION: Vendors shall not include local, state or federal taxes in the bid. The Town is tax exempt. A certificate of tax exemption will be furnished upon request.

EXECUTION - To be signed only by the individual(s) with authority to execute Contracts and submit binding bids on behalf of the submitting firm or individual.

Name of Firm:

Name of Signatory:

Title:

Signature: Date:

All bids shall be valid for minimum period of one-hundred and twenty (120) calendar days from the IFB due date.



BID IDENTIFICATION AND REFERENCES

FIRM NAME:

ADDRESS:

CITY: STATE:

ZIPCODE: EMAIL:

TELEPHONE NUMBER(S):

REFERENCES

Please list three **CURRENT** references who can attest to the **quality** and **professionalism** of the Advertising services currently provided by your firm.

1. Firm/Client name:

Contact Name:

Telephone: Email:

2. Firm/Client name:

Contact Name:

Telephone: Email

3. Firm/Client name:

Contact Name:

Telephone: Email

BID SUBMISSION CERTIFICATIONS

Read and initial the following statements prior to submitting a bid. The failure to initial the following statements will result in the bid being deemed unresponsive and discarded. The individual executing the Bid Form is to initial each section below.

Initial Below

The firm or individual submitting the bid is thoroughly familiar with all the requirements of the IFB and the Advertising Services Contract and certifies that they agree to, and are fully capable of, compliance with all provisions, conditions and requirements therein in full.

The firm or individual submitting the bid is properly licensed to conduct business within the Town of Purcellville and the Commonwealth of Virginia.

The firm or individual submitting the bid certifies that it does not, and during the performance of this Contract shall not, knowingly employ an unauthorized alien as defined in the Federal Immigration Reform and Control Act of 1986.

The firm or individual submitting the bid certifies that they are aware that all employees providing services under the Contract must submit to a combination criminal history and sex offender background check and also must be fidelity bonded.

STATE CORPORATION COMMISSION IDENTIFICATION NUMBER

All bidders organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 shall include the identification number issued to it by the State Corporation Commission. Any bidder that is not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 or as otherwise required by law shall include a statement entered below describing why the bidder is not required to be so authorized.

Any bidder that fails to provide the information required by this Section shall not receive an award unless a waiver of this requirement and the administrative policies and procedures established to implement this section is granted by the chief executive of the Town.

State Corporation Identification Number:

Enter Statement below if required:

TRADE SECRETS OR PROPRIETARY INFORMATION

Trade secrets or proprietary information submitted by a bidder in connection with this procurement transaction shall not be subject to public disclosure under the Virginia Freedom of Information Act. However, Section 2.2-4342 (F) of the Code of Virginia, as amended, states that the bidder must invoke the protection of this section prior to or upon submission of the data or materials, and must identify the data or materials to be protected and state the reasons why protection is necessary.

Please mark one:

☐ No, the material submitted does not contain any trade secrets and/or proprietary information.

☐ Yes, the material submitted does contain trade secrets and/or proprietary information.

If Yes is selected above, please clearly identify below the exact data and/or other materials to be protected and list all applicable pages of the bid documents containing such data and/or materials:

The proprietary or trade secret material submitted must be clearly identified by some distinct method such as highlighting or underlining within the body of the bid documents and must indicate only the specific words, paragraphs, pictures or figures that constitute trade secrets or proprietary information. The classification of an entire document, line item prices and/or the bid price as proprietary or trade secrets is not acceptable and will result in rejection of the bid as unresponsive.

State the reason(s) why protection is necessary:

If the data and/or materials to be protected are not identified above and within the body of the documents submitted and the reason(s) for the protection are not provided, the bidder will not have invoked the protection of Section 2.2-4342 (F) of the Code of Virginia, as amended. Accordingly, effective upon award of the Contract, all bid documents will be open and available for public inspection consistent with all applicable law.

LEGAL ADVERTISING CONTRACT

This legal advertising contract is between the TOWN OF PURCELLVILLE, VIRGINIA, a municipal corporation (“**Town**”), and MASTER MEDIA GROUP, INC., a Virginia corporation (“**Contractor**”).

The parties agree as follows:

1. **Contract Documents.** This contract consists of this contract, the Town’s Invitation for Bid identified as ADMIN-FY13-001 (“IFB”), including all the Contract Terms and Conditions therein, and the Master Media Group, Inc. response to the IFB dated December 17, 2012 (Contractor’s Proposal”). Where the terms of this contract and the Contractor’s proposal are at variance, the provisions of this contract shall prevail.
2. **Provision of Services.** The Contractor shall publish in the Purcellville Gazette newspaper, on the specific publication dates requested by the Town, each advertisement and legal notice (collectively, “Advertisement”) sent to the Contractor by the Town.
3. **Contract Term.** The term of this contract shall commence on January 1, 2013 and shall be effective through December 31, 2013. The Contract may be renewed by mutual consent of both parties for up to four additional one-year renewal periods. Any renewal shall be based on the same terms and conditions as the initial term with the exception of the contract price.
4. **Contract Price.** In return for the services identified above, the Town certifies that sufficient funds are budgeted and appropriated. The Town shall pay the Contractor \$.019 per word contained in each Advertisement that is sent to the Contractor by the Town for publication and that is published by the Contractor in the form and on the dates requested by the Town. The Town shall pay the Contractor within 30 days after receipt of a proper invoice.
5. **Method of Billing.** For each Advertisement, the Contractor shall submit to the Town an invoice. Each invoice must contain an invoice number, a written description of the Advertisement being charged, and the number of words in such Advertisement. Each invoice must be mailed to the Town of Purcellville, 221 South Nursery Avenue, Purcellville, Virginia 20132, to the attention of the Town Clerk.
6. **Applicable Law and Courts.** This contract resulting from this solicitation shall be governed in all respects by the laws of the Commonwealth of Virginia and any litigation with respect thereto shall be brought in the Circuit Court of Loudoun County. The Contractor shall comply with applicable federal, state and local laws and regulations.
7. **Assignment.** The Contractor is prohibited from assigning this contract in whole or in part without the prior written consent of the Town.

8. **Audit.** The Contractor shall retain all books, records, and other documents related to this contract for five years after expiration of the contract term. The Town shall have full access to and the right to examine any of said documents during said period.

9. **Employment Discrimination Prohibited (Code of Virginia, Section 2.2-4311)**

- a. The Contractor shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or other basis prohibited by law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to normal operations of the Contractor. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting for the provisions of this nondiscrimination clause.
- b. All solicitations or advertisements for employees placed by or on behalf of the Contractor, will state that the Contractor is an equal opportunity employer.
- c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
- d. The Contractor shall include the provisions of the foregoing paragraphs a, b and c in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

10. **Drug Free Workplace to be Maintained by Contractor (Code of Virginia, Section 2.2-4312)**

- a. During the performance of this contract, the Contractor agrees to (i) provide a drug-free workplace for the Contractor's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the Contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the Contractor that the Contractor maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.
- b. For the purposes of this section, "*drug-free workplace*" means a site for the performance of work done in connection with a specific contract awarded to a Contractor in accordance with the Virginia Public Procurement Act, the employees of whom are prohibited from engaging in the unlawful manufacture,

sale, distribution, dispensation, possession or use of any controlled substance or marijuana during the performance of the contract.

11. **No Discrimination Against Faith-Based Organizations.** The Contractor agrees to not discriminate against faith-based organizations as that term is defined in Section 2.2-4343.1 of the Code of Virginia.
12. **The Contractor Does Not and Shall Not Knowingly Employ an Unauthorized Alien.** During the term of this contract, the Contractor agrees that it does not and shall not knowingly employ an unauthorized alien as defined in the Immigration Reform and Control Act of 1986.
13. **Contractor Compliance with State Law, Foreign and Domestic Businesses Authorized to Transact Business in the Commonwealth**
 - a. Pursuant to Section 2.2-4311.2 of the Code of Virginia, Contractor shall be authorized to transact business in the Commonwealth as a domestic or foreign business entity as required by law.
 - b. Contractor is prohibited from allowing its existence to lapse. Further, Contractor is prohibited from allowing its certificate of authority or registration to transact business in the Commonwealth to be revoked or cancelled at any time during the term of this contract, if such certificate or registration is required under Title 13.1 or Title 50 of the Code of Virginia.
 - c. The Town may terminate this contract if the Contractor fails to remain in compliance with the provisions of section thirteen of this contract, or with the provisions of Section 2.2-4311.2 of the Code of Virginia.
14. **Indemnification.** Contractor shall indemnify, defend and hold harmless the Town, its officers, agents, and employees from any claims, damages and actions of any kind or nature, whether at law or in equity, arising from or caused by any services of any kind or nature furnished by the Contractor, provided that such liability is not attributable to the sole negligence of the Town.
15. **Notice.** With the exception of Advertisements, all notices provided under this contract shall be sent to the following persons at their respective physical or electronic address. All notices sent to a physical address shall be sent by certified mail, return receipt requested.
 - a. **For Town**

Jennifer Helbert, Town Clerk
221 South Nursery Avenue
Purcellville, Virginia 20132
jhelbert@purcellvilleva.gov

b. For Contractor:

Master Media Group, Inc.
Attn: Kim Weber, President
PO Box 3070
Winchester, Virginia 22604

Each party may amend the contact person and address by providing prior written notice to the other party.

All communication about a specific Advertisement shall be sent to the following persons at their respective electronic address:

a. For Town:

Jennifer Helbert, Town Clerk
jhelbert@purcellvilleva.gov

b. For Contractor:

Kyle Kusche
Senior Art Director of Purcellville Gazette
Graphics@PurcellvilleGazette.com

Each party may amend the contact person and electronic address by providing prior written notice to the other party.

16. **Termination by Town without Cause.** The Town may terminate this contract for any reason by providing notice to Contractor no fewer than ten days in advance of the termination date and by paying any and all sums already earned by Contractor under this contract, including reasonable documented expenses incurred in reliance upon this contract.

17. **Integration Clause.** This contract shall constitute the whole agreement between the parties. There are no promises, terms, conditions, or obligations other than those contained herein, and this contract shall supersede all previous communications, representations or agreements, written or verbal, between the parties related to the subject of this contract.

IN WITNESS WHEREOF, the parties have affixed their signatures to this contract and by execution hereby acknowledge their respective authority to bind the Contractor and the Town.

TOWN OF PURCELLVILLE

Robert W. Lohr, Jr.
Authorized Signature
ROBERT W. LOHR, JR.
Printed Name
Town manager
Title
2/5/13
Date

CONTRACTOR

Kim Pregartner Weber
Authorized Signature
Kim PREGARTNER WEBER
Printed Name
PRESIDENT
Title
2-1-13
Date

Advertising ALL-2017-05 - Bid Opening, 4/11/17

Verified Bid Tabulation

BIDDER NAME	LEGAL	PUBLIC NOTICES	Special Events							Employment	References	Certifications	SCC	Trade Secrets	Other
			Words Only	1/8 page color	1/4 page color	Bonus 1/4 page color	1/2 page color	Bonus 1/2 page color	Full page color						
Purcellville Gazette	0.01	0.01	0.01	210.00	290.00	145.00	430.00	215.00	620.00	0.50					Court circulation documentation per 8.01-324 provided; 95% Purcellville circulation information not provided
Blue Ridge Leader and Loudoun Today	No Bid	*See Calculation Below	*See Calculation Below	175.00	255.00	350.00	425.00	605.00	825.00	*See Calculation Below	Y	Y	Y	Y	Per word pricing not available. Calculation is based on Amendment provided by Firm
Loudoun Now	0.19	0.19	0.19	147.00	225.00	347.00	450.00	520.00	920.00	0.19	N	N	N	N	Court circulation Certification in process, expected completion 6/1/17; 95% Purcellville Circulation information not provided
*Blue Ridge Leader & Loudoun Today (Amended Calculation)															
Box Size	Cost	Average number of words	Cost per word												
1 box - 3" x 3"	50.00	60	0.83												
2 boxes - 3" x 6"	100.00	150	0.67												
3 boxes - 3" x 9"	150.00	225	0.67												
4 boxes - 5" x 6"	200.00	300	0.67												

This page intentionally left blank



STAFF REPORT
ACTION ITEM

Item #12b

SUBJECT: Notice of Intent to Withdraw from VARISK 2
Local Government Liability Coverage

DATE OF MEETING: May 23, 2017

STAFF CONTACTS: Hooper McCann, Director of Administration

SUMMARY and RECOMMENDATIONS:

Since July 1, 1993 the Town has taken part in the Commonwealth's Virginia Liability Risk Management Plan (VARISK 2). Through this program, the Town receives law enforcement and public officials local government liability coverage in the amount of \$1,000,000 per occurrence with a deductible of \$1,000. The annual premium contribution is \$3,773 (\$2,838 for law enforcement liability and \$935 for public official's liability). The Town also has the precisely the same coverage through the Virginia Municipal League Insurance Program (VMLIP). Staff is recommending discontinuing this duplicate coverage through VaRISK 2.

BACKGROUND:

Prior to late 1980, it was extremely difficult for small municipalities to obtain law enforcement and public officials liability coverage and when it was available, obtaining coverage at or over \$1,000,000 was unheard of. Many Virginia jurisdictions were faced with the problem of finding and maintaining appropriate coverage through private insurance carriers at reasonable rates. As a result in 1986, the Virginia General Assembly created the VaRISK/VaRISK 2 program to provide coverage exclusively for public entities in Virginia. Around this time, the Town was able to also obtain general municipal insurance coverage through VMLIP. Over the years, even as the coverages through VMLIP developed and grew, the Town maintained this additional coverage through VaRISK 2 to provide a backup in the event that the Town happened to incur a claim that may exceed the allowable coverage through VMLIP. Currently, the Town carries this same level of coverage and in addition, the Town has excess liability coverage with VMLIP in the amount of \$10,000,000. As such, continuing to maintain parallel coverage through VaRISK 2 is no longer necessary.

ISSUES:

Staff has reviewed this item with our representative from VMLIP and we are confident that we have sufficient coverage through VMLIP to meet the Town's needs. Please note, the Town is required to provide written notice of intent to withdraw from the VaRISK 2 plan thirty days prior to the expiration of coverage which is June 30, 2017.

BUDGET IMPACT:

By discontinuing this policy, the Town will save \$3,773 annually.

MOTION(S):

"I move that Town Council direct staff to draft and forward a letter to the Commonwealth of Virginia, Division of Risk Management providing notice of the Town's intent to withdraw from the Virginia Liability Risk Management Plan (VaRISK 2) law enforcement liability and public officials liability coverages, effective July 1, 2017."

ATTACHMENT(S):

1. FY 2017 VaRISK 2 Confirmation of Coverage

CONFIRMATION OF COVERAGE - THIS CERTIFICATE IS NOT AN INVOICE

Virginia Liability Risk Management Plan

VaRISK 2

A Group Liability Self Insurance Plan

Coverage Certificate

Program Administrator:

*Commonwealth of Virginia
Department of the Treasury
Division of Risk Management
PO Box 1879
Richmond, VA 23218-1879
1-800-678-4924*

THIS IS NOT AN INVOICE. This Certificate is only for your liability coverage records. Certificates are renewed automatically on July 1 with payment.

Member's Name and Address:	Purcellville, Town of 221 South Nursery Avenue Purcellville, VA 20132
----------------------------	---

Limits of Liability:

\$1,000,000 per occurrence with Unlimited aggregate
Medical Malpractice limit subject to **Code of Virginia** §8.01-581.15 when a premium is shown below.

Coverage and Contribution (Premium below indicates coverage in affect):

Coverage	Contribution	Deductible
Law Enforcement Liability - Local Government 2017	\$2,838.00	\$1,000.00
Public Officials Liability / General Liability- Local Government 2017	\$ 935.00	\$1,000.00

Member Effective Date :	7/1/1993
-------------------------	----------

This page intentionally left blank



STAFF REPORT
ACTION ITEM

Item # 12.c

SUBJECT: Consolidation of Tax Billing and Collections with Loudoun
County Treasurer's Office

DATE OF MEETING: May 23, 2017

STAFF CONTACTS: Elizabeth Krens, Treasurer and Director of Finance
Daniel C. Davis, Assistant Town Manager

SUMMARY AND RECOMMENDATION:

The Town Council has discussed the opportunity to consolidate tax billing and collections with the County Government. This was a result of the seven Towns approaching the County Government with this idea, since the County already bills and collects County taxes and it may result in a cost savings to the Towns. At this time, staff recommends that the Town Council defer joining the consolidated tax billing and collections effort for a few years. More information is provided below.

BACKGROUND:

As discussed in prior items, the concept of consolidating tax billing and collections will likely result in cost savings to the Town. The majority of the savings will be in staff time which is currently spent on importing County data, verifying records, ensuring bills are generated correctly, recording payments, reconciling accounts, and providing reports on collections activities.

At the last Council Meeting, Council Member Bledsoe asked what value of time savings the Town might realize from the MUNIS system for tax billing and collections. There are two key staff members in Finance that administer the tax billing process, the Asst. Director and Tax Technician. Between the two of them, staff estimates that tax billing and collections activities currently take up about 0.72 FTE worth of time over the course of a year. Based on the efficiencies and ease of use of the MUNIS system, staff believes this will drop to approximately 0.53 FTE worth of time, or a staff time savings of about \$16,000 annually (attributable to MUNIS alone). Staff notes this is simply an estimate, since the Town has produced bills in MUNIS but is in the initial stages of processing payments in the system, and it will take a year or two to become proficient in the new system.

Prior discussions have focused on the overall savings to the Town by consolidating tax billing and collections with the County. As of latest estimates, the Town expects to see an annual savings of around \$50,000. This comes from cost savings from printing and mailing bills, staff time savings, and additional revenue from prorating taxes on vehicles (Leesburg estimates about a 5% increase in revenue due to proration). See Attachment 1.

At the April 25, 2017 Town Council Meeting, the Council also requested that staff develop a question for Polco that would get feedback from citizens on this topic. The question asked was: *Is the annual savings of \$50,000 (approximately \$5.50 per resident) worth the loss of convenience and customer service you have available by speaking with someone in Purcellville Town Hall?*

The results of the question are provided as Attachment 2. In short, there is not a clear preference one way or another. The public has commented on the same issues raised by staff: on the one hand, there is value in finding cost savings; on the other hand, there is a loss of customer service and direct connection between the taxpayer and Town Hall.

ISSUES:

As stated previously, the Town has invested significant dollars in developing a cohesive, functional financial system, to include tax billing and collections. Our experience to-date has been extremely positive and we believe we will continue to see significant time savings through the new system. In addition, the process of consolidating tax billing and collections will be time consuming and there are many details of this effort remaining to be figured out.

As also discussed in prior staff reports, there are many intangible benefits of continuing to bill and collect Town taxes in-house. Specifically, the Town provides an extra level of customer service that may not be available in larger organizations. Town staff are also very familiar with specific taxes, nuances of customer accounts, and other challenging issues, and staff can proactively handle those as needed. Similarly, the Town is very successful at collecting delinquent taxes and we continue to have an incredibly high rate of collections.

At this time, staff recommends that Town Council defer joining the consolidated tax billing and collections effort until it is operational for a couple of years with other Towns. This will also allow Purcellville to focus on making MUNIS as efficient and productive as possible with our current setup.

Should the Town wish to join the consolidated effort at a later date, Purcellville would likely be asked to reimburse some of the initial programming and setup costs incurred by

the participating Towns. This would not likely vary from the Town's currently expected contribution of about \$15,000.

ALTERNATIVES:

As an alternative, Council may wish to move forward, and staff will support the effort fully and begin the process with the other Towns in working with the County.

The County is hosting a meeting on May 24th and the Town will attend regardless of the Council's decision and will share with the participants at that meeting the Town's status as part of the project.

DRAFT MOTIONS:

1. I move that the Town Council defer joining in the consolidated tax billing and collections effort with Loudoun County at this time.

Or

2. I move that the Town Council direct staff to continue working with Loudoun County and the other towns on the consolidated tax billing and collections effort, with the intent of participating in this effort. I further move that staff be authorized to work with the other partners on developing the appropriate agreements and mechanisms for this effort and bring them back to Council at the necessary time.

ATTACHMENTS:

1. Estimated Value of Consolidation
2. Polco Results

CY 2019 CY 2020 CY 2021 CY 2022 CY 2023 CY 2024 CY 2025

POTENTIAL COSTS

Value of Property Taxes (2019 is Real Estate only;
future years add in Personal/Bus. Property and
3% increase in assessments per year)

\$ 2,839,705 \$ 3,549,484 \$ 3,655,969 \$ 3,765,648 \$ 3,878,617 \$ 3,994,976 \$ 4,114,825

1% Retainage to Treasurer

\$ 28,397.05 \$ 35,494.84 \$ 36,559.69 \$ 37,656.48 \$ 38,786.17 \$ 39,949.76 \$ 41,148.25

Investment in Software (one-time)

\$ 15,000.00

\$ 43,397.05 \$ 35,494.84 \$ 36,559.69 \$ 37,656.48 \$ 38,786.17 \$ 39,949.76 \$ 41,148.25

POTENTIAL SAVINGS

Staff Time (includes efficiencies gained through
MUNIS starting in CY 2020)

\$ 69,601.09 \$ 53,548.01 \$ 55,154.45 \$ 56,809.08 \$ 58,513.36 \$ 60,268.76 \$ 62,076.82

MUNIS Savings (module needed through 2024 for
delinquent accounts)

\$ 3,500.00

Mailings/Postage (5% growth factor)

\$ 9,000.00 \$ 9,450.00 \$ 9,922.50 \$ 10,418.63 \$ 10,939.56 \$ 11,486.53 \$ 12,060.86

\$ 78,601.09 \$ 62,998.01 \$ 65,076.95 \$ 67,227.71 \$ 69,452.91 \$ 71,755.29 \$ 77,637.68

POTENTIAL REVENUE GAINS

Additional revenue from Proration of Vehicle
Taxes (estimated based on 5% additional
revenue)

\$ 20,000.00 \$ 20,600.00 \$ 21,218.00 \$ 21,854.54 \$ 22,510.18 \$ 23,185.48 \$ 23,881.05

Potential Value of Consolidation

\$ 55,204.04 \$ 48,103.17 \$ 49,735.27 \$ 51,425.77 \$ 53,176.92 \$ 54,991.02 \$ 60,370.48

Policy Overview

Should Purcellville consolidate tax billing and collections with Loudoun County?



- Policy added **05/03/2017**
- Voting ends **05/14/2017**
- 8 opinions
- 33 votes

Manager

Purcellville

ALL RESPONDENTS:	54.5 % (18) YES	45.5 % (15) NO
Registered voters:	60.9 % (14) YES	39.1 % (9) NO

Description

Purcellville has an opportunity to partner with Loudoun County and other Loudoun towns to realize a savings of approximately \$50,000 per year. This partnership would result in Loudoun County collecting all real, personal, and business property taxes and all vehicle license fees for all Purcellville residents, simultaneously with the collection of County taxes.

This, however, means residents would no longer have the option to pay taxes at Town Hall, and residents would no longer be able to seek answers to tax questions in person at Town Hall. Instead, payments could be made online via the County's website, in-person at the Government Center in Leesburg, or by mail through the County's bi-annual billing. The Town of Purcellville values the desire some citizens have for personal service, so we are asking for your input before making the decision to partner with the County.

[Read this staff report for more information.](#)

Question: Is the annual savings of \$50,000 (approximately \$5.50 per resident) worth the loss of convenience and customer service you have available by speaking with someone in Purcellville Town Hall?

Opinions

X XXXXXXXXXXXX opinion **FOR** (2 votes):

No Brainer! Save the money

XXXXXXXXXXXXXXXX opinion **FOR** (2 votes):

Save the money, the Town is already in a ridiculous amount of unnecessary debt. Whenever I have issues with the tax office in Loudoun, I have received prompt response versus a longer wait or voice mail game at the Town office.

XXXXXXXXXXXXXXXX opinion **FOR** (1 vote):

Absolutely let the county collect the taxes, THEN GET RID OF THE MEALS TAX!!! It has outlived its original purpose and represents a lie by Council's continuing use regardless of the water bill rationale. This tax was foisted on the people. People want online services. They don't want to go to the town hall to pay taxes. Get with the times. Let the County do law enforcement too!!! No need for our own.

Anonymous user's opinion **AGAINST** (0 votes):

I am against this for several reasons. 1) When I call the County regarding billing errors, I get routed through an automated phone system. When I call the Town, I immediately get to talk to a real person. 2) Since the County has more tax payers to service, it is unlikely that I will get a quick resolution if there is a problem. 3) I do not want to have to drive to Leesburg if I want to pay my bill in person. 4) Since the County prorates personal property tax, Purcellville will also prorate and I will lose the tax break the first year I buy a new car.

XXXXXXXXXX opinion **AGAINST** (0 votes):

I think it would result in less accountability from the Town Council for our taxes. I like the idea of paying one bill but we need to keep this local.

XXXXXXXXXX opinion **AGAINST** (0 votes):

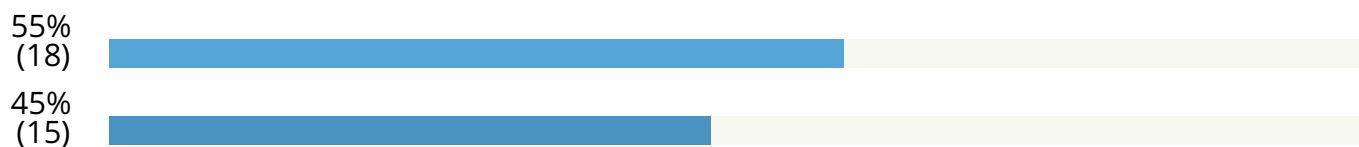
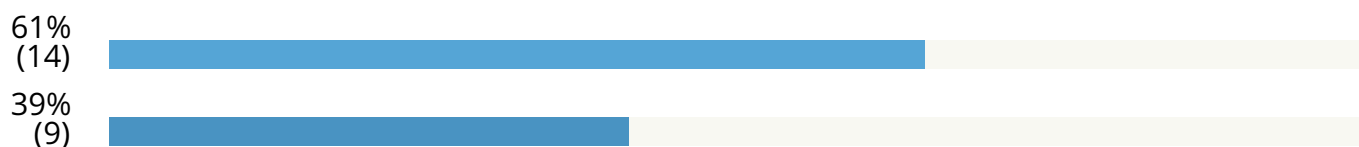
I like the hometown friendliness of keeping things here, in our "little town". That's why we moved here. If you let county take that over, you are cutting jobs here, AND you are letting go of part of what makes this town so amazing for most of us..... the decisions not to be a part of the big city pull that everyone else is rushing towards..... Keep it here, please.

XXXXXXXXXX opinion **AGAINST** (0 votes):

For \$5 per person keep it in town. If the town needs money they could easily raise the \$50K by actually patrolling and issuing speeding tickets on my street (32nd) since it is a 25 mph zone - and a double fine zone - and cars roar down it every day at 45-50 mph. This would improve the public safety and increase revenue.

XXXXXXXXXXXX opinion **AGAINST** (0 votes):

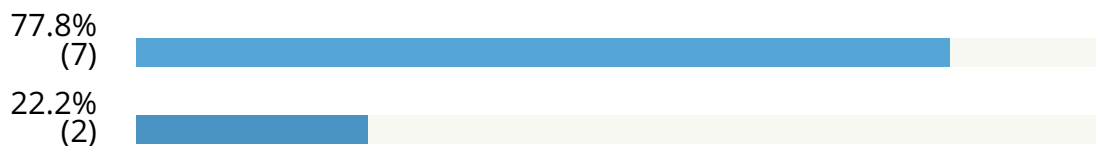
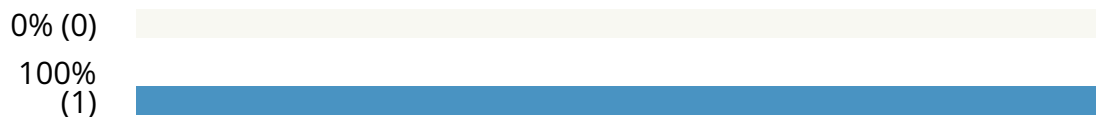
I think we are paying to much to park in this 1 horse town i came from pa, and so sorry i did you have nothing for seniors your food tax sux and so does your traffic control

All respondents (33)**Registered Voters (23)**

■ Yes
■ No

Breakdown

23 Registered voters

310 - MOUNTAIN VIEW**301 - PURCELLVILLE****303 - HILLSBORO**

■ aye ■ nay



STAFF REPORT
ACTION ITEM

Item #14

SUBJECT: Approval of Meeting Minutes

DATE OF MEETING: May 23, 2017

STAFF CONTACTS: Diana Hays, Town Clerk/Project Manager

SUMMARY and RECOMMENDATIONS:

Attached are the meeting minutes from the May 1, 2017 Town Council Special Meeting/Budget Work Session and the May 9, 2017 Town Council Regular Meeting for review and approval by Town Council.

MOTION(S):

"I move that we approve the minutes of the May 1, 2017 Town Council Special Meeting/Budget Work Session and the May 9, 2017 Town Council Regular Meeting and waive reading."

OR

"I move that we approve the minutes with the following changes:

_____"

ATTACHMENT(S):

1. May 1, 2017 Town Council Special Meeting/Budget Work Session
2. May 9, 2017 Town Council Regular Meeting

MINUTES
PURCELLVILLE TOWN COUNCIL SPECIAL MEETING/
BUDGET WORK SESSION
MAY 1, 2017, 7:00 PM
TOWN HALL COUNCIL CHAMBERS

The special meeting of the Purcellville Town Council convened at 7:00 PM in Council Chambers with the following in attendance:

PRESENT: Kwasi Fraser, Mayor
Karen Jimmerson, Vice Mayor
Doug McCollum, Council member
Kelli Grim, Council member
Chris Bledsoe, Council member
Ryan Cool, Council member
Nedim Ogelman, Council member

ABSENT: None

STAFF: Robert W. Lohr, Jr. Town Manager
Danny Davis, Assistant Town Manager
Sally Hankins, Town Attorney
Liz Krens, Director of Finance
Alex Vanegas, Director of Public Works
Patrick Sullivan, Director of Community Development
Hooper McCann, Director of Administration
Shannon Bohince, Director of Information Technology
Chief Cynthia McAlister, Police Dept.
Lt. Joe Schroeck, Police Dept.
Jason Didawick, Maintenance Superintendent
Sharon Rauch, Human Resources Specialist
Paula Hicks, Accounting Manager
Tom Angus, Budget Specialist

CALL TO ORDER OF SPECIAL MEETING/BUDGET WORK SESSION:

Mayor Fraser called the special meeting to order at 7:00 PM. The Pledge of Allegiance followed.

FY 2018 BUDGET WORK SESSION:

Mayor Fraser stated that in the interest of time that roll call votes would not be taken on every item however any contentions would be discussed and voted on accordingly.

Danny Davis noted that he distributed to Council a larger version of the proposed changes that were submitted by Council and added that if a line item was not proposed for a change by any

Council member that it was not included on the list. Mr. Davis suggested starting on the second page of the handout which is the expenditures and noted that as the line items are being adjusted that he could make the reductions or increases on the spreadsheet which would immediately show the change in the budget. Mr. Davis noted that Finance staff would review the spreadsheet after the meeting.

1. PT HR Assistant (100-4012100-1100)

Mayor Fraser stated that the proposed reduction is \$29,577. Hooper McCann provided some background on the importance of the need for the position. After a straw poll vote, the proposed reduction was approved 6-0.

Council member Ogelman stated that he would like to do everything that staff requests and feels that there are limited resources, substantial debt and is trying to determine ways to keep tax rates down for the citizens as well as limit growth. Council member Ogelman added that he will ask staff to continue doing what they are doing without all of these resources.

Council member Cool asked how many employees are supported by the current HR person. Danny Davis stated there are approximately 88 employees and that the HR department has consisted of one person since January 2014 as the first full time HR specialist. Council member Cool stated that when he was asked during the election about Munis and was promised repeatedly that needing additional people/resources to implement would not be a good thing. Sharon Rauch stated that there are items other than Munis to include the compensation study and long term disability as far as inputting records and thinking about strategic planning.

Council member Grim stated she has reviewed this in depth over the years through changes and the additions of part time turning to full time and talked about possible solutions including management determining how responsibilities can be shared and outsourcing for projects, and talked about the reorganization of the administrative duties.

Council member Bledsoe asked if the amount requested represents a half-time person and if there is a way to reduce it. Sharon Rauch stated it is a half-person and there is always a way to have less hours. Council member Bledsoe asked what the duties of this person would be. Ms. Rauch stated there would be a variety of duties to include heavy filing, paper and benefit processing, and VRS. Council member Bledsoe asked that without this staff person, asked what priorities would not get completed. Sharon Rauch stated the compensation, long term disability, capital staffing plan and applicant tracking as well as retiree benefits and the personnel manual. By a straw poll vote, six Council members were in favor of removing this item from the budget.

2. PT Assistant to Town Manager (Vacant) (100-4012100-1100)

By straw poll vote, six Council member were in favor of removing this item from the budget.

3. Administrative Utility Chargeback (100-4012100-2999)

Mayor Fraser stated that the request is that this chargeback go to the Administrative Fund instead of being paid for by the Utility Fund. Danny Davis clarified that the proposal is to eliminate the chargeback in the Administrative Fund.

By straw poll vote, six Council members were in favor of this item.

4. Consulting/General (100-4012100-3130)

The proposal was for a reduction of \$2,000 by three Council members. Council member McCollum asked for Council to explain the thinking behind the reduction and the amount that they choose. Danny Davis stated that this line can serve several functions to include outside assistance, internal studies, staff development, leadership team activities and other general activities.

Council member Ogelman stated he looked at the trend in prior years either at what had been budgeted or what the actual spending was and used that as the baseline.

Council member Grim stated she reviewed previous expenses in the category and does not think there is a specific item but more of a cushion area and is in favor of the \$2,000 proposed reduction.

Mayor Fraser stated he believes the number in 2016 was \$7,000 and feels that \$8,000 would be a good number and talked about getting competitive prices from vendors. By straw poll, six Council members were in favor of reducing the amount by \$2,000.

5. Printing (100-4012100-3500)

The proposal was for a reduction of \$500. By straw poll, six Council members were in favor of reducing the amount by \$500.

6. Communications (200-4012200-5230)

The proposal was for a reduction of \$1,000. Mayor Fraser asked what is included in this item. Hooper McCann stated that Town Hall phones, some cell phones and other cellular data, maintenance and software for the internal phone system, and an emergency satellite phone. Council member Cool asked if that expenditure would be a fixed amount. Ms. McCann stated that generally it is but that Verizon has been increasing over time but that staff has not had time to work with Verizon on alternatives.

Mayor Fraser stated that he does not feel that it is fixed and that there are options for voice and data and that Wi-Fi can be used. Ms. McCann stated that the data is a small expense compared to the Town Hall phones.

Council member Cool talked about doing a budget adjustment later if needed.

Council member Grim asked when this item had last gone out for bid if at all. Ms. McCann noted she does not believe it has gone out for bid and talked about the outage issues with Comcast at the Maintenance Facility, and requested Council's assistance with this item.

Council member Ogelman stated he feels Council can work with staff to make calls about pricing. Danny Davis stated the budget shows that in 2016 the actuals were just under \$40,000 and that the projected for the current year is around \$43,000. Council member Ogelman stated he is ok leaving the amount and putting the energy into trying to decrease costs.

After a straw poll, no Council members were in favor of reducing the item by \$1,000, so the item remained as proposed.

Council member Ogelman stated he would like to revisit this item. Danny Davis stated that the Town has been approached by firms that offer voice over IP and other alternatives and that staff is looking into it.

7. Travel & Training (100-4012100-5540)
8. Town Manager Travel & Expense (100-4012100-5541)
9. Special Programs (100-4012100-5802)

Mayor Fraser stated that the proposed reduction is \$500 to each item. After a straw poll, six Council members were in favor of the \$500 reduction to each item.

10. Software (200-4012100-5809)

Mayor Fraser stated the proposed reduction is for \$1,000.

Council member Cool recommended leaving the item at \$7,000.

Council member Bledsoe requested that if possible, staff take the opportunity to provide further justification for each item as to what goes into each of the numbers and to provide a staff report to Council so that Council can understand the justification and implications if the numbers are reduced.

After a straw poll vote, no Council members were in favor of reducing the item by \$1,000.

11. Dues & Subscriptions (100-4012100-5810)

Mayor Fraser stated the proposal is to reduce the item by \$1,300 or by \$1,200. After a straw poll, five Council members were in favor of reducing the item by \$1,300.

12. Equipment & Supplies (100-4012100-6001)

Mayor Fraser stated the proposal is for a \$1,000 reduction. After a straw poll, four Council members were in favor of the reduction.

13. Records Management (100-4012100-6002)

Mayor Fraser stated the proposed reduction is for \$1,000. After a straw poll, four Council members were in favor of the reduction.

14. Public Information (100-4012100-6013)

Mayor Fraser stated the proposed reduction was for \$1,000. Danny Davis stated that this item does not include dues for NVRC and that this line item is specifically for OpenGov for \$8,300 per year, Polco for \$1,200 per year, the newsletter for approximately \$1,000 three times per year and \$2,500 for other design services and public outreach and information.

Council member Ogleman stated he does not feel the Town needs to work with outside consultants in addition to outreach and OpenGov. Council member Ogleman talked about managing growth and keeping taxes and rates as low as possible.

Mayor Fraser stated he questions Polco and does not see the value, and sees a lot of operational back and forth.

After a straw poll, five Council members were in favor of the \$1,000 reduction.

15. Legal Services – Administration (100-4012210-3150)

Mayor Fraser stated the proposal was for a \$5,000 reduction and two for a \$3,000 reduction. After a straw poll, four Council members were in favor of a \$3,000 reduction.

16. Legal Services – Public Works (100-4012210-3153)

Mayor Fraser stated the proposal was for an \$8,000 reduction - two for a \$7,500 reduction, a \$2,000 reduction.

Alex Vanegas talked about the number of upcoming contracts and felt that an \$8,000 reduction would be too high and suggested a \$4,000 reduction.

After a straw poll, five Council members were in favor of a \$4,000 reduction.

17. Computer Software/Maintenance (100-4012410-5809)

Danny Davis stated there is an item for outside technical support which is the primary support for the current financial system and as the transfer to Munis takes places that this item can be reduced. Mr. Davis added that the IT Consulting and Technical Support could be reduced by \$4,000 without a significant impact.

Mayor Fraser stated the proposal is to reduce the item by \$5,000. After a straw poll, no Council members were in favor of a reduction and the item would stay as is.

18. Finance Utility Chargeback (FY18 Enhancement) (100-4012410-2999)

Mayor Fraser stated that the request is that \$282,812 will not be taken from the Utility Fund to pay Finance.

Council member McCollum asked where the shortfall would come from. Mayor Fraser stated it would come through cuts, and that he has recommended over \$500,000 in cuts.

After a straw poll, five Council members voted in favor of the request.

19. Computer Software/Maintenance (100-4012410-5809)

Danny Davis stated he added this item and stated that if there is a desire to reduce the number that further conversation could take place.

Council member Grim asked if this item was for IT and for existing software maintenance only. Danny Davis stated it is for software for ongoing operations for the organization. Council member Grim asked how far behind in updates the Town is. Shannon Bohince stated that the version of Office is being updated for all employees and there is additional costs associated with the Exchange upgrade and licensing. Council member Grim requested to see the five year project plan.

Council member Ogelman asked what the Town is expecting they will need. Danny Davis added that staff is evaluating the current computers to determine needs.

By a straw poll, no one voted for a change.

20. Proposed Patrol Officer Position (100-4031100-1100)

Mayor Fraser stated that there were three proposals to remove the item from the budget.

Council member Bledsoe noted that there is some indication of not filling the position, however there are drastic cuts proposed in overtime and that it seems that the overtime is byproduct of not having full-time officers.

Council member Grim clarified that the \$76,128 position is a new position and that in the overall discussion it was talked about to increase the crews from three to four. Council member Grim added that she feels that management should cover some of the day time shifts when needed and does not believe that everyone who could be out patrolling during the day is out.

Council member Ogelman stated he agrees with Council member Grim and that this is not a stopgap and what Council member Bledsoe described sounded more like a stopgap. Council member Ogelman added that this proposal feels like an enhancement.

Mayor Fraser stated that whatever the decision, there would be operational impacts and would like the police dept. to let Council know what the impacts would be and would could be put into place to rectify any risks whether the hours of operation are lowered or whether another employee is needed.

Chief McAlister referenced her interview where community policing was talked about, which is manpower intensive and therefore expensive.

Lt. Joe Schroeck came forward and talked about the stats that he previously provided to Council about the department being underfunded and understaffed. Lt. Schroeck added that one position would be an enhancement to seventeen officers. Mayor Fraser asked if the Patrol Officer position is a cut in the budget. Lt. Schroeck stated that it would be an enhancement. Mayor Fraser stated his concern is when do you get to the point where you have optimum resources and that officers have been added and the overtime continues to increase. Mayor Fraser stated if he continues to see the citizens put more money into officers yet still has fatigued officers, where would it stop. Danny Davis stated he understands the perspective and as additional staff has been hired that the overtime should drop. Mr. Davis added that over the past year, there has been more turnover in the department than has been seen historically. Mr. Davis restated that that as positions are filled that the number would decrease.

Council member McCollum talked about the risk of officers getting fatigued and expressed concerns for what is being done to the police department.

Council member Cool stated the he saw where 23% of the General Fund expenditures go to public safety and was told that number is average. Council member Cool asked what the break-even point is. Chief McAlister talked about duties other than patrolling that officers are responsible for. Council member Cool stated that the request is to get an officer on the street and asked of Costello was patrol. Chief McAlister stated that he came in as the admin person under Chief Smith. Council member Cool stated that in speaking with the citizens that they have asked why the Town is not working better with the County. Chief McAlister stated that a comfortable number would be 23. Council member Cool stated he has not seen the projection of 23.

Mayor Fraser asked about the 24/7 365 days and if there is need to look at cutting that and if they would be sufficiently staffed 24/7 365 days a year even with the new addition. Chief McAlister stated she feels staffing will be sufficient once the other officers come in and are trained.

Council member Ogelman stated that he feels this discussion is an example of why a Town that is growing and looking at tap fees is not a good plan for how to generate revenue because the growth does not pay for itself. Council member Ogelman added that things like enhanced public safety are needed to keep up with the complexity that the simple one or two tap fees bring along. Council member Ogelman stated that the question about what the right number is that the truth is if there is not a safety event, there will always be a discussion that there is too much law enforcement and if there is an event that no number would be enough. Council member Ogelman stated he would like to see statistics for the eleven minute response time and suspects that it is true for the overall County but not true for Purcellville. Council member Ogelman added that it is the citizen's job to figure out how to get the Town Police Dept. and the Sheriff's Dept. to work

seamlessly and efficiently together that people are getting the safety that they want for the amount of money that they need to pay.

After a straw poll vote, four Council members voted in favor of removing this item from the budget.

21. Backfill Cpl. Costello Position (100-4031100-1100)

Council member Grim clarified that the duty of this replacement is not clear. Danny Davis stated that when the Business Manager position was filled that it would fill the role that Cpl. Costello has been doing as a sworn officer and that Cpl. Costello's position would go back on the street.

After a straw poll, seven Council members voted to leave this item in the budget.

22. Overtime – Police (100-4031100-1200)

Danny Davis noted the proposed figure represents a \$10,000 reduction over the current year. Mayor Fraser asked what the overtime number is in current year. Danny Davis stated that as of the end of March, \$117,000 has been spent.

Chief McAlister stated the two officers that are in the academy will not finish until October and that the current shortage will be felt until then.

Council member Cool talked about overtime being unpredictable and recommended going with the proposed \$120,000.

After a straw poll, four Council members voted in favor of no reduction.

23. Uniforms (100-4031100-2810)

Mayor Fraser stated the reason for his reduction was because a new officer would not be brought on and also reviewed the current numbers.

After a straw poll, four Council members voted in favor of the \$7,000 reduction.

24. Wellness Program (100-4031100-2820)

After a straw poll, five Council members voted in favor to remove this item from the budget.

25. Professional Services (100-4031100-3100)

Danny Davis noted expenses for recruitment and retirement are covered under this item. Mr. Davis added that the current year estimate is \$7,000.

Council member Ogelman stated he would be in favor of a \$3,000 reduction as the \$7,000 is a reflection of what he saw in the budget that it would cost previously.

Council member Bledsoe asked what the correlation of Professional Services is relative to hiring and recruiting and what drives the number from \$3,000 budget to \$7,000 actual to the \$10,000 request. Chief McAlister talked about the various levels of testing and associated expenses and that different officers go through different levels of testing. Chief McAlister added that this process mirrors other jurisdictions.

After a straw poll, four Council members voted in favor of the \$3,000 reduction.

26. Training and Travel (100-4031100-5540)

After a straw poll, three Council members voted in favor of a \$4,000 reduction.

Discussion took place about the various training opportunities and certifications. Chief McAlister recommended a \$3,000 reduction. Danny Davis added that \$8,900 has been spent current year through March.

Council member Cool asked if any additional training is scheduled. Chief McAlister stated that there may be on additional opportunity for \$1,200.

After a straw poll, four Council members voted in favor of a \$3,000 reduction.

27. Computer Operations (100-4031100-5808)

After a straw poll, three Council members voted in favor of a \$500 reduction. No reduction was taken.

28. Supplies (100-4031100-6001)

Danny Davis confirmed that this item is for general office supplies, printing, postage and mailings.

After a straw poll, four Council members were in favor of reducing the item by \$2,000.

29. Equipment (100-4031100-6010)

Chief McAlister stated that radars, body mics and other items would fall under this category. Danny Davis added that it also includes the proposed cameras for the interview room.

After a straw poll, four Council members voted in favor of the \$10,000 reduction.

30. Firearms Equipment (100-4031100-6010)

Chief McAlister noted that it is critically important to have ammunition eighteen months out and talked further about equipment repairs and purchases, and noted that the proposed amount is down \$10,000 from the first request.

Mayor Fraser asked what reduction amount would be reasonable. Chief McAlister stated she would like to see a zero reduction but preferred the \$3,000 if any.

Council member Grim asked what guns are to be replaced. Chief McAlister stated several need replaced but that ammunition is the bulk of the amount but that it also includes a rifle replacement, a rifle repair, repair kit and a safe for equipment at the range. Chief McAlister added that currently they do not have eighteen months-worth of ammunition.

After a straw poll, three Council members voted in favor of a \$3,000 reduction. The number remained at \$15,000.

31. Long-Range Planning and Studies (100-4041050-3144)

Danny Davis noted that some of the proposals were to reduce the item and some were to split the cost over two fiscal years.

Mayor Fraser asked if the \$20,000 is a split. Mr. Davis stated that the \$20,000 was intended as a one-year expense.

Council member Ogelman asked if for the purposes of this annual budget, splitting it between two years and reducing it by \$10,000 for this year is the same. Mr. Davis confirmed and added that it is not really known what the total cost might be until an RFP is issued.

Alex Vanegas added that this is split over three different funds to include Water, Wastewater and General Fund.

After a straw poll, six Council members voted in favor of a \$10,000 reduction.

32. Overtime – PW Cap. & Eng. (100-4041100-1200)

Council member Grim asked for an explanation of the overtime. Alex Vanegas stated that this time includes inspections outside of general hours and call-ins. After a straw poll, five Council members voted in favor of a \$5,000 reduction.

33. Consulting /Engineering (100-4041100-3142)

Council member Grim referenced last year's amount and asked if the reduction would impact projects. Alex Vanegas referenced the 12th Street Drainage Study that would be covered under this item as well as any traffic and/or transportation studies as well as the Hirst Farm Pond study. Danny Davis added that there Capital Projects that have either been approved by Council or are underway or proposed.

After a straw poll, five Council members voted in favor of the \$10,000 reduction.

34. Travel & Training (100-4041100-5540)

Mayor Fraser stated that the proposed reduction is for \$1,000. After a straw poll, four Council members voted in favor of the \$1,000 reduction.

35. Maintenance Staff/Proposed Maintenance Worker (100-4041200-1100)

Mayor Fraser stated the proposal is to remove the item from the budget. After a straw poll, six Council members voted in favor of removing this item from the budget.

36. Overtime – Maintenance (100-4041200-1200)

Alex Vanegas noted that since the request for the new Maintenance Worker was denied that Council consider the overtime and that the number is based on the weather as well as Town event support and projects.

After a straw poll, five Council members voted in favor of a \$1,000 reduction.

37. Waste Disposal (100-4041200-3330)

After a straw poll, five Council members voted in favor of a \$1,000 reduction.

38. Communications (100-4041200-5230)

After a straw poll, Council voted to leave the item as is.

39. Computer Software (100-4041200-5809)

After a straw poll, three Council members voted in favor of an \$11,000 cut so the item will remained as proposed in the budget.

Alex Vanegas clarified that this item is to update modules for the work order system.

40. Supplies

After a straw poll, no reductions were made.

41. Building Expenses (100-4041200-6007)

Danny Davis noted that Council proposed this item as an additional cost and that one of the proposals has been for each of the facilities to pay for their cost of water and sewer service to the Utility Funds.

After a straw poll, five Council members voted in favor of the \$2,384.

42. Concrete – C&G (Town) (100-4041300-5921)

After a straw poll, four Council members voted in favor of a \$3,000 reduction.

43. Street Sweeping (State) (100-4041350-5908)

Mayor Fraser stated the proposed reduction was for \$3,000. After a straw poll, five Council members voted in favor of the proposed reduction.

Danny Davis noted that some of the comments were to reduce the number of times the streets are swept throughout the year.

Rob Lohr stated that it is important to spend the State money since it is paid back and that it can be transferred to another account.

After a straw poll, seven Council members voted in favor of the \$3,000 reduction.

44. Engineering Expense (State) (100-4041350-5955)

After a straw poll, seven Council members voted in favor of reallocating \$5,000 of state funding to paving operations.

45. Town Hall Water Use

After a straw poll, six Council members voted in favor of adding the item.

46. Long-Range Planning and Studies (100-4081100-3145)

Danny Davis clarified that this is the Board of Architectural Review under Community Development.

Council member Cool referenced the Long-Range Planning and studies previously for \$20,000 which was going to be split over the two years and this item having the same title but being different. Danny Davis confirmed.

Council member Ogelman asked if this could be split between two years as a feasible work model. Patrick Sullivan stated that someone could be hired to do the study and make sure that it occurred over a two year period.

After a straw poll, six Council members voted in favor of a \$10,000 reduction.

47. Council Travel & General Expense (100-4011100-5801)

After a straw poll, five Council members voted in favor of a \$2,500 reduction.

48. Dues and Subscriptions (100-4011100-5810)

Mayor Fraser stated the proposed reduction was for \$8,500.

Council member Bledsoe requested clarification on this item. Hooper McCann stated that this item includes \$5,967 for VML and \$8,039 for NVRC and \$15 for Arbor Day.

Council member Grim stated she has seen very little benefit come back to the Town and that all of the NVRC information is readily available to the Town as well as the County being a member. Council member Grim added that no surrounding Towns are members, and does not see the benefit of this to the citizens as to what Weldon Cooper can provide.

Council member McCollum stated that NVRC has a regional approach that the Town benefits from although maybe not specifically for Purcellville but the benefit of advocacy done by the NVRC. Council member McCollum added that he believes that part of the money that came into the 21st Street renovation upgrade came from the efforts of the NVRC to advocate for the funding. Council member McCollum added that there are a lot of upcoming projects that will have an impact on the Town favorably if the NVRC is successful and feels it is money well spent, and added that the dues are based on population.

Council member Ogelman stated he is willing to leave it in the budget this year.

Council member McCollum added that NVRC is very active with electric vehicle charging stations.

After a straw poll, five Council members voted in favor of reducing this item by \$8,039.

49. EDEV Travel & Training (100-4081500-5540)

Council member Grim stated she feels it has been too many years that the members of EDAC have not had training and talked about utilizing webinars and things with surrounding municipalities.

After a straw poll, six Council members voted in favor of increasing this by \$1,500.

50. EDEV Special Projects/Tourism (100-4081500-5802)

Council member Bledsoe stated he feels that some items can be pushed back for \$2,500 for the market study and perhaps more in terms of the race. Council member Bledsoe added that there are plans to use \$8,000. Council member Ogelman proposed a \$4,000 reduction.

Council member Bledsoe added that is a goal to increase tourism and economic opportunities in the community and to better support current businesses and promote for new businesses and that this budget directly impacts those items.

After a straw poll, five Council members voted in favor or reducing this item by \$4,000.

51. Visitor Center (100-4081500-5811)

Council member Bledsoe stated that EDAC has had several discussions with Visit Loudoun and they have expressed interest for holding the visitor center again.

Council member Grim stated that Visit Loudoun was paid \$3,000 and had wineries come to try to gain interest and feels the number cannot be justified. Council member Grim added that EDAC talked about having brochures and items under the gazebo that does not have to be manned like the Train Station.

Council member Bledsoe added that when talking with people that were involved when the project was active that it was a success and brought in tourism.

Vice Mayor Jimmerson stated that it did not necessarily bring in anyone but served anyone that happened to be passing by.

By a straw poll, four Council members voted in favor or reducing the item by \$3,000.

52. Arts Committee (100-4082500)

Council member Cool stated that this may affect the arts grant revenue item.

Council member Ogelman proposed that the PAC Chair be contacted and explain that Council is cutting in a lot of places and for her to come back with a counter-proposal that includes cuts and then Council could vote on Tuesday.

Council member Grim requested a better breakdown of what the actual in 2016 and the proposed amount.

53. Non-Dept. Utility Chargeback (100-4042000-2999)

Mayor Fraser stated his request is for \$16,753 not to be charged back to the Utility Fund.

By a straw poll, six Council members voted in favor of the proposal.

54. Capital Outlay – Police (100-4094000-8205)

Mayor Fraser stated the request was to reduce the item by \$90,000.

Council member McCollum stated he is advocating for funding for one and defer the other and that the one vehicle to be replaced is in bad shape and that AWD allows the vehicle to function in any weather.

By a straw poll, six Council member voted in favor of reducing the item by \$45,000.

55. Capital Outlay – PW Maintenance

Council member McCollum asked about leasing the vehicle out to other Town's.

Council member Bledsoe added that the current actual costs for the work that the bucket truck would be used for is contracted out for approximately \$8,500 per year versus the \$23,000 per year for a new vehicle.

By a straw poll, seven Council members voted in favor of removing the item from the budget.

Rob Lohr talked about working with Council to talk about additional, outside or part-time or full-time staffing support in the Community Development and Planning Dept. to make sure items are getting addressed. Mr. Lohr added that he forwarded a list of projects to Council for discussion.

Mayor Fraser requested dimensions to measure the value of each item to the community and the ease of completing the task.

Council member Grim stated that the Planning Commissioners are not being utilized in the expertise that they have been trained in and have not had much involvement and work on the Comprehensive Plan.

56. Train Station Water Use (\$1,014)

Danny Davis stated that this item would be an expenditure on the Parks and Recreation side and show as a revenue on the water side.

By a straw poll, six Council members voted in favor of this item.

57. Community Garden Water Use (\$376)

By a straw poll, six Council members voted in favor of this item.

58. October Festival Race

Danny Davis noted that this should be the expense amount and that the revenue would be shown in another location.

By a straw poll, five Council members voted in favor of the \$5,000.

59. Building Maint. Supplies (110-4071310-3310) (skating rink)

Danny Davis stated that this would be ongoing maintenance.

Council member Cool asked what the expenditure was last year. Vice Mayor Jimmerson stated it was \$6,399 last year and estimated at \$10,000 in 2017.

By a straw poll, four Council members voted in favor of a \$6,000 reduction.

60. Repairs (110-4071320-3310) (Train Station)

Council member Cool asked what the planned upgrades are. Danny Davis stated it is maintenance as well as HVAC. Mr. Davis noted that the reconfiguration of the rest rooms has also been discussed.

Council member Bledsoe asked the actuals for this year. Danny Davis stated the actuals are \$400. Council member Bledsoe asked if the \$25,000 would capture the HVAC and restroom configuration. Council member Bledsoe added that the restroom configuration would be an upgrade and not maintenance and should be considered a Special Project. Danny Davis stated that it could also be a Capital Project. Council member Bledsoe requested to put the items in the CIP for a future year.

Council member Ogelman agreed with adding those two items to the CIP and feels that in planning ahead that these expenses could be covered with grants.

By a straw poll, four Council members voted in favor of reducing the item by \$10,000.

61. Youth Sports Program and Development (110-4071500-5801)

Mayor Fraser stated he did not propose a reduction because he saw the Oktoberfest Race as the opportunity to fund the \$5,200.

Danny Davis noted that if \$10,200 is expected from the race and there is \$5,000 in expenses for the race that the \$5,200 net profit would go to fund the Sports Grants programs, and if there is additional revenue then that could go into the Unassigned Fund Balance in Parks and Recreation.

By a straw poll, five Council members voted in favor of this.

62. Chargeback to General Fund (501-4012100-1500)

Mayor Fraser stated that the proposal is to put \$162,279 to the General Fund from the Water Fund, which is less than the \$600,000 projected. Danny Davis confirmed and noted that the changes that have occurred during the meeting have accrued between the Finance staff, Admin staff and other changes in the General Fund do equate to approximately the \$324,500. Mr. Davis added that essentially the chargeback number for each fund is being reduced by half.

By a straw poll, five Council members voted in favor of the reduction of \$162,279.

63. Waterline Repairs (502-401220-5835)

Mayor Fraser stated that the proposed reduction is for \$2,000. After a straw poll, four Council members were in favor of the proposed reduction.

64. New Equipment and Tools (501-4012200-6004)

Mayor Fraser stated that the proposed reduction is for either \$3,000 or \$2,000. After a straw poll, four Council members voted in favor of a \$2,000 reduction.

65. Professional Services (501-4012250-3140)

Mayor Fraser stated the proposed reduction was for \$5,000. After a straw poll, four Council members voted in favor of the proposed reduction.

66. Long-Range Planning and Studies (501-4012250-3144)

Mayor Fraser stated the proposal is for a \$20,000 reduction. After a straw poll, five Council members voted in favor of the proposed reduction.

67. GIS Layers (501-4012250-3145)

Mayor Fraser stated the proposed reduction was for \$2,000. After a straw poll, four Council members voted in favor of the proposed reduction.

68. Training (501-4012250-5540)

Mayor Fraser stated the proposed reduction was for \$500. After a straw poll, four Council members voted in favor of the proposed reduction.

69. Watershed Management (501-4012250-5849)

Mayor Fraser stated the proposed reduction was for either \$3,200 or \$3,000.

Council member Cool asked for additional information on this item. Alex Vanegas stated that this includes reservoir activities and upkeep of the dam. Rob Lohr added that it also includes road maintenance into the reservoir.

Council member Bledsoe requested numbers and a better expectation.

Council member Ogelman added that Mr. Vanegas stated that he was comfortable with a \$1,000 reduction.

After a straw poll, five Council members voted in favor of a \$1,000 reduction.

70. Environment Compliance (501-4012250-5831)

Mayor Fraser stated that the proposed reduction was for \$1,000.

Council member Bledsoe stated that item may be mandatory. Alex Vanegas stated that samples are taken from the reservoir for compliance purposes. After a straw poll five Council members voted in favor of the proposed reduction.

71. Well Supplies (501-4012300-6001)

Mayor Fraser stated the proposed reduction was for \$3,000. Alex Vanegas stated staff is working to get the Nature Park Wells online and suspects most of the requested amount is needed.

After a straw poll, five Council members voted in favor of a \$1,500 reduction.

72. Meter Repairs/Test (501-4012500-5837)

Mayor Fraser stated the proposed reduction was for \$1,000. After a straw poll, four Council members voted in favor of the proposed reduction.

73. Meter Tools & Equipment (501-4012500-6004)

Mayor Fraser stated the proposed reduction was for \$1,000. After a straw poll, five Council members voted in favor of the proposed reduction.

74. Chargeback to General Fund (502-4012100-1500)

Mayor Fraser stated the proposed amount was \$162,279. After a straw poll, five Council members voted in favor of the amount.

75. Long-Range Planning and Studies (502-4012250-3144)

Mayor Fraser stated the proposed reduction is \$20,000. After a straw poll, five Council members voted in favor of the proposed reduction.

76. Meter Repairs and Tests (502-4012500-5837)

Mayor Fraser stated the proposed reduction is \$1,000. After a straw poll, four Council members voted in favor of the proposed reduction.

77. Meter Tools and Equipment (502-4012500-6004)

Mayor Fraser stated the proposed reduction is \$1,000. After a straw poll, four Council members voted in favor of the proposed reduction.

REVIEW OF COUNCIL QUESTIONS AND STAFF RESPONSES:

Danny Davis referenced all of the expenditures and revenue and how the budget looks under each fund with the proposed changes. Mr. Davis added that staff would review the numbers and bring them back at the next budget meeting.

Council member Ogelman stated it would helpful if many citizens attended and provided input and asked if the public hearing could be advertised on the electronic message boards. Rob Lohr added that the revised changes would be out as soon as possible to the public.

Mayor Fraser thanked everyone for the efforts.

AMENDMENT/REVIEW OF UPCOMING BUDGET SCHEDULE:

Danny Davis stated that Council could discuss a date for the next budget work session at their May 9th Council Meeting.

ADJOURNMENT:

With no further business, Council member Bledsoe made a motion to adjourn the budget work session at 10:11 PM. The motion was seconded by Council member McCollum and carried unanimously.

Kwasi A. Fraser, Mayor

Diana Hays, Clerk of Council

**MINUTES
PURCELLVILLE TOWN COUNCIL MEETING
MAY 9, 2017, 7:00 PM
TOWN HALL COUNCIL CHAMBERS**

The regular meeting of the Purcellville Town Council convened at 7:00 PM in Council Chambers with the following in attendance:

PRESENT: Kwasi Fraser, Mayor
Karen Jimmerson, Vice Mayor
Kelli Grim, Council member
Nedim Ogelman, Council member
Doug McCollum, Council member
Chris Bledsoe, Council member
Ryan Cool, Council member

ABSENT: None

STAFF: Robert W. Lohr, Jr., Town Manager
Danny Davis, Assistant Town Manager
Sally Hankins, Town Attorney
Alex Vanegas, Director of Public Works
Liz Krens, Director of Finance
Patrick Sullivan, Director of Community Development
Chief Cynthia McAlister, Police Dept.
Lt. Joe Schroeck, Police Dept.
Sheryl Hood, Operations Coordinator
Diana Hays, Town Clerk/Project Manager (arrived 8:30 PM)

CALL TO ORDER OF REGULAR MEETING:

Mayor Fraser called the regular meeting to order at 7:00 PM. The Pledge of Allegiance followed.

AGENDA AMENDMENTS/APPROVAL:

None

PROCLAMATIONS/RECOGNITIONS:

- a. Loudoun Valley High School Boys Swimming, Individual State Champion – Sean Conway
- b. Loudoun Valley High School Boys Track, 1600m – Colton Bogucki

Town Council recognized the individuals and presented them with certificates and pins.

PUBLIC HEARINGS:

a. Proposed Usage Rates and Fees

Mayor Fraser opened the Public Hearing at 7:04 PM. Danny Davis gave the staff presentation. There were no written materials submitted, and Mayor Fraser granted speakers three minutes.

Joan Lehr, 824 Woodbine Court/198 N. 21st Street Purcellville Copy, came forward and requested that Council make decisions not on the idea of being reelected but with the best option for the Town and to balance the budget. Ms. Lehr stated that people did not move to Purcellville because of low water rates. Ms. Lehr referenced a document that she was given before she closed on her house that told her how high the water rates were and what they would be and that did not affect their decision to purchase. Ms. Lehr noted the changes made to the proposed budget to not have chargebacks and that Council believes that is a better way to lower water and sewer rates. Ms. Lehr stated it is not, and that chargebacks are the most common accounting practice in business to ensure that you know where money is coming from and where it is going and that the budget is balanced in the areas that it needs to. Ms. Lehr added that the funds are supposed to be zero balanced funds and that Council needs to understand that if you cannot measure where the money is coming from then you cannot manage it. Ms. Lehr stated that the sewer and water fund monies expenditures are in one place and the General Fund money and expenditures in the other place. Ms. Lehr noted the possibility of the interim Town Manager this evening and that the current persons salary is in the water and sewer fund and if that person is moved, it is the opposite of everything Council is looking to do and will really have to take money from water and sewer and put it in the General Fund to divide out how that person might do if chosen.

Debra Doll, 331 E. D Street, came forward and stated she came to Town about a year ago and feels the Town is delightful. Ms. Doll stated she is amazed that the water budget is not in a water budget similar to what Ms. Lehr was stating. Ms. Doll stated she feels it needs to be a separate line item and to understand why the rates are the way they are and stated for two people their bill is over \$250/month. Ms. Doll requested that Council consider what Ms. Lehr said and to please make sure that it is all done in a proper business manner and added that this is the government of people.

Council member Ogelman stated he feels that former Council member Lehr is absolutely right and that no Council member should be doing anything with the budget with the idea of being reelected however that Council should be aware of the commitments made and the goals set very transparently in the process of getting elected. Council member Ogelman added that it would be wrong to have told citizens one thing when running for election and then do something opposite. Council member Ogelman stated that he feels the objective, to both citizens, is to make things clearer and to look for ways to not put pressure on higher water and sewer rates. Council member Ogelman stated that the Town has a significant debt burden in its water and sewer infrastructure and funds and is trying to look for ways for good governance while trying to reconcile that with transparency and right-sizing the government. Council member Ogelman stated that the difficulty with these types of things is when you have a substantial and growing government that it puts a lot of pressure on growth, and referenced

former Council member Lehr being an advocate for that. Council member Ogelman stated that the only way to reconcile keeping the rates down but also enhancing or maintaining obligations for managing the debt was to keep growing with additional tap fees and such. Council member Ogelman stated that the people in the Town during the election made a clear signal that they did not want to pursue aggressive, irresponsible growth and that they want slow growth. Council member Ogelman stated that their effort to try to reconcile slow growth with being responsible with the debt and also making sure that peoples tax and utility rates do not go up, is to figure out how to right size government and how to have government that is sufficient and adequate to its needs, but not so big that it stimulates some kind of artificial demand for higher rates and increased growth.

Council member Cool stated that when he came to Town in 2008 that he asked a question about the debt and when he received the Davenport report, the response he received from former Council members was “how did you get that?” Council member Cool stated that that is not transparent. Council member Cool stated he took the water numbers for the projected rates from that report and went to the election stations and handed it out. Council member Cool stated there was a bold statement made as to whether he was part of the problem or part of the solution. Council member Cool stated that while looking at water rates they are also looking at potential solutions and that people have clearly stated that the water is expensive in Town. Council member Cool stated Council is looking at part of a solution and how to manage the rates rather than just increasing them.

Mayor Fraser stated he has confidence in Council that they are fiscally responsible, and as they go through the budget exercise that he has seen input from each Council member that was well thought out and that they are thinking about the value to the citizens and the long-term implications of raising rates. Mayor Fraser added that the chargebacks is an accounting principal of practice in the Town and that for the past eleven years it has not been measurable. Mayor Fraser clarified measurable in that relative to the chargeback, it is taking the administrative or finance activities associated in the administrative general fund and anytime that that activity is moved over to the utility fund, that that is trying to bring money from the utility fund to pay for the activity. Mayor Fraser added that the Town cannot account for the hours spent on each of the activities within the chargeback and stated again that if you cannot measure it you cannot account for or and cannot manage it and cannot improve upon it. Mayor Fraser stated that his goal is to look not only this year at chargebacks but in the future because the chargeback has taken \$10 million from the utility fund to the general fund so the chargeback has been propping up the utility fund while the utility fund has been operating almost in a deficit. Mayor Fraser stated that he will put together an article “De-Mystifying Chargebacks” so that citizens can understand and know why Council is looking at chargebacks as a way to reduce the immeasurable accounting practice.

Vice Mayor Jimmerson stated she is concerned about the speaker’s water rate and talked about her rate with a family of five.

With no further comments, Mayor Fraser closed the public hearing at 7:19 PM.

b. FY 2018 Proposed Budget

Mayor Fraser opened the public hearing at 7:20 PM and granted speakers three minutes. Danny Davis gave the staff presentation. There were not written materials submitted for the record.

Oliver Bauer, 321 S. 12th Street, requested that when Council makes a decision on the budget to consider what is important. Mr. Bauer stated that less than two weeks ago that there was a drug draw across the street, assault, and other drugs. Mr. Bauer requested that the police dept. be doubled and to support the police dept. to keep the citizens safe. Mr. Bauer talked about doubling the ammunition budget and would rather have his taxes raised and be able to sleep at night. Mr. Bauer supported community outreach and feels that what is circulating on social media is nothing but a personal vendetta because some people did not get their way.

Judith Lukens, 17204 Pickwick Drive, stated she has lived in Town for almost 20 years. Ms. Lukens stated that when she moved to Town it was because of the small-town feel and for the Police Dept. and the community policing paradigm that has existing since she has been here. Ms. Lukens noted it has changed a little as the Town grows and does not want to cut the budget at the expense of public safety and the quality of life. Ms. Lukens added that crime that does not happen cannot be measured but can say what will happen if the police dept. is reduced. Ms. Lukens added that because of the proactive approach that the Police Dept. is taking, we do not see the gang behaviors in Town. Ms. Lukens talked about the quick response of the Purcellville Police Dept. which affects quality of life. Ms. Lukens added she is concerned with the talk about reducing the number of hours that the Police Dept. has and asked Council to think about the funding of the Police Dept. and does not mind paying for what she gets.

Liz Jarvis, 530 S. Nursery Avenue and Chair of the Purcellville Arts Council, came forward and talked about projected expenditures for FY 2018 which she added would be included in the packet for the next budget work session. Ms. Jarvis added that since the Arts Council has become a standing committee, the profile of the PAC and the Town is rising and the efforts to support arts in this area have increased. Liz Jarvis added that the PAC discussed what could be added or removed from their budget.

Vice Mayor Jimmerson stated she read the LoudounNow Article that painted a gloomy picture that Council was going to cut the Police Dept. all together which is not correct. Vice Mayor Jimmerson added that the PD has increased 6% since 2016 and that the proposed cuts from the enhancements was \$100,000 or less than 1% of the proposed budget. Vice Mayor Jimmerson stated that the Police Dept. budget has grown higher than the Town's budget as a whole and the ratio of officers and personnel is comparable to cities that have 50,000 plus people. Vice Mayor Jimmerson stated she feels they are in a good position and empathizes and feels they have been given a lot in the past few years and wishes they could double their budget however feels it is not sustainable.

Council member Cool asked if the proposed Town Manager's overtime budget was \$120,000. Danny Davis confirmed and that the straw poll votes left the amount the same. Council member Cool stated he feels the media is focusing on a cut which is not a reality and that there was a request for two new vehicles and that one four-wheel drive vehicle was approved, and

talked about personnel positions being filled. Council member Cool talked about the number of officers requested and the budget to be able to fulfill requests.

Council member Grim disclosed she has family in law enforcement and has lost family in the line of duty and is a strong supporter. Council member Grim stated she does not support articles that mischaracterize or are deceptive. Council member Grim stated that the term “enhancement” means the budget was \$2m and they want to enhance or add and grow above and beyond what is currently efficiently working and that unfortunately there are things that happen that cause shortages, such as training. Council member Grim added that the cuts were not from what the budget was proposed but were enhancements and talked about long term planning. Council member Grim added that Council is looking into good back up and assistance from the County as all Town citizens pay County taxes.

Mayor Fraser stated that no system or process is perfect and they need to evaluate the Police Dept. and see what process works, and that when Council asks questions that it does not mean their goal is to cut or do away from the Police Dept. Mayor Fraser added he sees the Police Dept. as an insurance policy and needs to make sure they are well sourced and efficient.

Council member Cool stated there was a question/comment last week that the opiate issue is being ignored and stated that no one is ignoring that issue and encouraged citizens that doubt this to speak with the Police Chief, and referenced the event held at Town Hall about this item and how the County is also assisting.

Council member Ogelman stated that the signal received during the last election was definitely one that people were concerned about taxes and rates and that if citizens are willing to put more money into having additional protection, then as a Council they need to hear it from the majority and need to act on it. Council member Ogelman talked about community policing and feels it would be valuable to push more towards community policing which would include partnering between the police and the citizens. Council member Ogelman stated that they also need to figure out how to right size the resources and that everyone is a County citizen as well as Town citizens and should demand that the Sheriff’s Dept. provide as much service and policing support as they can ask for. Council member Ogelman referenced again that citizens should speak about paying more to receive more services.

A citizen came forward and stated she is Native American and an Attorney and has worked on reservations and has had to handle putting together public defense offices, has worked on the prosecution side and is also a seated judge. She talked about the opioid issue and talked about a “See It, Tell It” program which is a local or 800 number that people can call into to give tips.

With no further comments, Mayor Fraser closed the public hearing at 7:45 PM.

STANDING COMMITTEE/COMMISSION/BOARD REPORTS:

a. Planning Commission (T. Stein, Chairman/K. Grim, Council Liaison)

Council member Grim stated that Chairman Stein and the Planning Commissioners have had in-depth conversations about the process and the status of the Comprehensive Plan. Council member Grim stated that a memo had been prepared for Council which provides background that should bring things to a tighter return over the next month by alleviating the Senior Planner, Daniel Galindo, of some of the additional work that has come about. Council member Grim stated they have full transparency with open meetings and the feedback has been brought together with the consultant and staff and hopes to move forward with a draft that the Planning Commission can review and move forward to residents for additional comments. Council member Grim added that at their last meeting, the Virginia Regional Transit Park and Ride item was sent back with issues to the Planning Commission and in between that time and the time that the Planning Commission met, stated she has had conversations with some of the parties involved and they have stated that they hear the concerns of the business owners and are looking towards making some serious revisions that will address the safety and economic impacts that it would have in the industrial area of Browning Court and Bailey. Council member Grim stated that the Planning Commission Public Hearing was held several weeks ago on the C-4 District Building Heights and lowering the height limits in downtown. Council member Grim stated that in the two weeks following, the Planning Commission made some adjustments but that it still brings about roughly 45 feet/3 story arena of pushing that back to Town Council of a majority of the Planning Commissioners agree that making the revisions will maintain the small Town feel.

b. Purcellville Arts Council (Liz Jarvis, Chairman/D. McCollum, Council Liaison)

Liz Jarvis, Chair of the Arts Council, stated that at their last meeting discussed the Music and Arts Festival as well as the PAC budget. Chair Jarvis stated she attended the Parks and Recreation Advisory Board Special Meeting and that Hibah Salah and Amie Ware are doing a fantastic job with the PRAB on the Music and Arts Festival. Chair Jarvis added that the PAC will sponsor the Art Hall (Bush Tabernacle) at the Music and Arts Festival. Chair Jarvis provided details about the art hall.

c. Board of Architectural Review (Pat Giglio, Chairman/N. Ogelman, Council Liaison)

Council member Ogelman stated the BAR will not be meeting in May. Dan Galindo stated there were a couple of applications that were handled administratively.

d. Parks and Recreation Advisory Board (Eamon Coy, Chairman/R. Cool, Council Liaison)

Council member Cool stated the Music and Arts Festival is coming up in two weeks and sent a sign up list around for volunteers. Council member Cool thanked Hibah and Amie for their

help and Ken Beckstrom for getting sponsorship money. Council member Cool talked about the success of the movie night in the breezeway hosted by local businesses.

e. Economic Development Advisory Board (Browning Herbert, Chairman/C. Bledsoe, Council Liaison)

Council member Bledsoe stated he attended a VML Regional Dinner for a topic on regulating short-term rentals which is something being worked on with staff to adjust ordinances to be able to support opportunities. Council member Bledsoe added he attended the PBA luncheon and interacted with the business community and talked about their continued support of Town events. Council member Bledsoe stated he will share VML information with Council. Council member Bledsoe stated that the EDAC race being planned for October is in the planning stages as the Teen Center has backed out of support for the race, and they are looking at other non-profit opportunities in terms of organization and volunteer support. Council member Bledsoe said he spoke with the owner of Dragon Hops today who is looking at July 1 as their opening. Council member Bledsoe talked about the Business Survey and preparing a presentation to share with Council and the public.

f. Tree and Environment Sustainability Committee (Craig Greco, Chairman/Vice Mayor Jimmerson, Council Liaison)

Vice Mayor Jimmerson stated several members participated in the Community Garden kick-off and that Chairman Greco is working on doing propagation of some of the trees at Fireman's Field. Vice Mayor Jimmerson added that the TESC talked about tree canopying and strategically planting to create canopies over streets. Vice Mayor Jimmerson added that the TESC will be working on the Tree City designation as well as the Monarch designation.

CITIZEN AND BUSINESS COMMENTS:

Mayor Fraser granted speakers three minutes.

Steve Varnecky, 32489 Chappelle Hill Road, came forward and noted that last month a large number of residents and business owners came out to speak or wrote to Council on behalf of Mr. Lohr, the current Town Manager. Mr. Varnecky added that they were dismayed, angry and disappointed in Council and wanted their message heard and considered before Council took action – that did not happen. Mr. Varnecky stated that the dismay, anger and disappointment continues because of Council comments about last month's meeting. Mr. Varnecky stated that there appears to be an effort to deflect responsibility for the result and that there are residents and business owners who are unhappy with Council comments met to denigrate those people that came out to speak. Mr. Varnecky stated he saw people here last month might not never normally attend a Council meeting but found it was important enough to change their plans twice to be able to talk to Council to express their wishes to have their voices heard. Mr. Varnecky added that Council's response was insulting. Mr. Varnecky stated that the tweet after last month's meeting, Ms. Jimmerson wrote the speakers – "the defenders of the past blocking change because of built up power and relationships and political connections". Mr. Varnecky stated that that is a hard statement to defend because the only

people with power are those on the dais now, and what they are really saying is that the Town Manager had a good relationship with the wrong people and that those are the people that came out to speak or wrote to Council last month. Mr. Varnecky stated that Ms. Jimmerson wrote on her Facebook "People who are part of that executive session are spreading a false narrative". Mr. Varnecky added that Ms. Grim is quoted in saying that "if they repeat things that aren't true, that's their issue." Mr. Varnecky stated that he believes that the people disagree with Council's description of the process and are good and honest people and has no reason to doubt them, and further believes that for a sitting Council member to question anyone's integrity is insulting and not becoming of the office. Mr. Varnecky added that he believes that very few things are more important than a person and their reputation for honesty and integrity, and that once again, there are current Council members claiming that other people are dishonest. Mr. Varnecky stated he does not believe it, and apologized to anyone that has even been called dishonest by a member of this Council and he did not stand up to defend them, and hopes he never lets it happen again. Mr. Varnecky stated he believes Council does not understand that everyone that came out to speak on Mr. Lohr's behalf came out because they sincerely appreciate and care for someone who was positive, service oriented, loyal, dedicated to the community and hardworking – the very type of person you want in your community and in your employ. Mr. Varnecky stated that that is what happened last month and is why he and everyone was here and it had nothing to do with growth as some people would like them to believe, however it was a sincere appreciation for a good person. Mr. Varnecky stated that Ms. Jimmerson came close to the truth when she wrote "what Council did was give the Town Manager's interim review as required in the employment agreement." Mr. Varnecky stated that Council did give him a review but they did not give their support. Mr. Varnecky stated that Ms. Jimmerson continued "we are determined to impose the people's values with fundamental and strategic resolutions" when Mr. Lohr's separation from the Town was a strategic resolution. Mr. Varnecky stated that it was not based on what people's values are that were very clearly heard. In closing, Mr. Varnecky requested that Council members please accept responsibility for this outcome, show respect for all of the residents and business owners and to please explain to the residents why they cannot support Mr. Lohr despite their desire for them to do so. Mr. Varnecky added that Mr. Lohr has been nothing but gracious and always has been as it is his professional nature and has always put the best interest of the Town first which is one of the reasons he has been so successful and why he will be so successful in the future.

William Hicks, 144 Upper Heyford Place, stated that he and Paula live in Mayfair which is on the north side of Rt. 7 that many do not know that it exists largely because it cannot be seen from Town. Mr. Hicks stated it does not impact the historic nature of downtown Purcellville. Mr. Hicks added that in further development are several homes that have been located there for 30 years or more and that one of the families who are not residents of the Town strongly supported the current Board members during the last election hoping there would never be any more growth. Mr. Hicks stated that now that much of the infrastructure is in place, the children of this home have a place to play, they ride their bikes and they play with the children in the community. Mr. Hicks stated that additionally, family members take advantage of the walkways throughout the neighborhood. Mr. Hicks stated that despite of all the angst about the development, this family has found that there are benefits for them that have presented themselves. Mr. Hicks referenced the *Joseph and Amazing Technicolor Coat* and said the lead

was played by Mr. Ogelman's son who is without a doubt, a very talented young man. Mr. Hicks stated the show offered one hundred students the chance to participate in an extraordinary event, including his daughter, and noted that these opportunities have not always been offered to the children. Mr. Hicks stated that to support this type of effort takes the dedication and hard work of many individuals, most of who have moved here in the past ten years. Mr. Hicks talked about the high level talent of the students in all of the Town's schools. Mr. Hicks noted that there are positive aspects to growth that enrich the lives of current and future residents. Mr. Hicks stated that a few months ago, this Council voted against the Purcellville Crossroads annexation that would have offered families and children some activities that would be available in Town instead of driving to Leesburg. Mr. Hicks noted in the paper, one Council member suggested the reason was that it would not fit into the small-town nature of Purcellville, which he feels has become a tired argument as it has been a rallying cry every time development is planned and yet after built becomes valuable resources to the community. Mr. Hicks added that in this case, the opportunity to give families some local available resources for fun activities and substantial tax revenue was denied by the Council. Mr. Hicks requested that Council start being truthful and stop being angry and afraid of everything as it is not all bad and with thoughtful vision, intelligent decisions, and acceptance of change can be positive and Purcellville can be a place that people love and can afford to live in.

Sara Parella, business and property owner in Purcellville, 16294 Grasmere Place, Round Hill, stated the 6th Annual Sadie's Race will be held on May 21st and that on average 500 people come into Town for the event. Ms. Parella stated she appreciates the support of the Town, including the Police Dept. Ms. Parella stated that the event is held in the parking lot of Magnolia's but as the event expands, they are running out of space to place other venues and requested to permit them to use a portion of the Town parking lot for the event. Ms. Parella referenced a map showing the proposed area. Ms. Parella added she is not aware of any complaints about the event in terms of parking and accessibility, or impacts on local businesses and noted that businesses in the area receive a letter about the event in advance. Mayor Fraser asked how long the closure would be for. Ms. Parella stated from approximately 6:00 AM until about 10:45 AM and added that 21st Street is the only street closed for the duration of the event with others being rolling closures. Vice Mayor Jimmerson stated she believes there was recent communication about this. Danny Davis stated that Ms. Parella's request was passed along to Council which also shared the Town's position formally over the time the parking lot has been open. Mr. Davis added that the purpose of the lot is for it to remain open to be a public lot and it has not been closed in the past, however noted it is at Council's discretion and talked about as more events, activities or businesses begin to request a closure of the lot that it impacts public parking. Mr. Davis added that this being a Sunday morning event and 21st Street already being closed that the reason the discussion was deferred to Council is that staff was not ready to make an exception to the rule at this time and left it for Council's direction. Vice Mayor Jimmerson stated that in past there have been discussions with the Police Dept. about parking lots and asked if they see an issue with this on a Sunday morning. The response could not be heard. Mayor Fraser asked Council if anyone had issues with closing the parking lot for Sadie's Race. Danny Davis stated that staff would work together to make sure a policy is created for future requests. Council member Bledsoe referenced the Hero Homes Antique Car Show that took place mostly on 21st Street and believed that also took place in the parking lot.

Rob Lohr stated that the parking lot in front of the Train Station was used and still open to the public. Council member Bledsoe added that before the location of the Trolley Tours was moved that the lot was blocked and used for the bus and does not see a problem with using it for the race due to the day and time and feels a policy should be created for future use.

MAYOR AND COUNCIL COMMENTS:

Council member Cool stated that tomorrow, he and Mr. Vanegas would be going to Emerick Elementary to talk about where water comes from and how it is treated. Council member Cool commented on Mr. Hicks comments and stated that when it comes to growth that no growth is not reality and that there are many citizens that did not put his sign in their yard as they meant no growth/nothing. Council member Cool referenced the budget for this year and the Long-Term Planning Costs that are included and referenced spreadsheets used in the past for planning. Council member Cool added that growth also brings in additional expenses, and that he is not saying no growth but is saying that if homes are going to be added that a model needs put into place to see how that affects water, capacity, rates, and additional police. Council member Cool stated that when he hears things about no growth that it is not true and that planning has not been done and that if anyone has stated that there is a planning tool that that is not true and that prior planning has been absent. Council member Cool referenced the Town Manager closed sessions and that if people came to speak twice that the second meeting that was held is because he was not at the meeting on April 11th and that the second meeting was held per requests from two Council members. Council member Cool referenced the employee survey comments and that it does not look good and added that if anyone has gone through an employee survey in their company that there are comments that are not so good and feels the survey was great and is not opposed to it being published. Council member Cool added that a citizen came to him, a former Council member that has recently spoken at events, and said that “you don’t listen to staff” and asked for an example of when Council has listened to staff. Council member Cool referenced that when looking at budget sessions, a staff member went to him and said “we are marching toward insolvency”. Council member Cool stated that he asked for an example. Council member Cool stated that afternoon, the department heads met with him and the Mayor and asked for a chart that shows how to get to insolvency so that the Town does not get there. Council member Cool talked about working with staff on an issue and Council having a leadership role and added that Council does listen to staff. Council member Cool added that he receives text messages from staff all the time and listens to ideas. Council member Cool referenced the comments about Council asking a lot of questions and using a lot of staff time and referenced speaking with the Town Clerk and IT about how to reduce the number of questions and feels a system should be created where Council has to submit their questions rather than send an email and has not seen a staff response yet. Council member Cool added that there have been some good and bad decisions made in the past and that staff that feels overwhelmed with questions should look at coming up with a different strategy.

Council member Bledsoe stated he appreciates Ms. Parella speaking about the issue with Sadie’s Race.

Council member Ogelman thanked Ms. Parella for attending and speaking. Council member Ogelman stated that all of the items being talked about in respect to staff that there is only one

reason that he is on Council and that he was elected to do three things and is focused on being responsive to what citizens say to include pursue slow, responsible growth, put in check the rise of tax and utility rates and pursue good governance. Council member Ogelman stated he feels that changes being suggested to the Town Manager's proposed budget reflect a strong effort to fulfill the goals through right-sizing the government. Council member Ogelman noted the proposed budget was balanced and the budget that Council is pursuing is also balanced and that the difference is that the Town Council is trying to pursue a budget that keeps sewer and utility rates and tax rates steady while making sure the budget is responsible with respect to debt repayment and making sure services are maintained in that context. Council member Ogelman added that by foregoing many of the proposed enhancements, things in addition to what the Town already has, by reducing in Administration and Financial staff, Chargebacks to the utility funds and checking existing expenses is trying to take pressure off the utility funds which would otherwise urge irresponsible growth. Council member Ogelman referenced the last election and what citizens wanted and wants to continue hearing what citizens want. Council member Ogelman added that for right sizing the government feels is the best way to reconcile the slow, responsible growth, low taxes and rates and responsible management of the debt burden, and added that this is the first time that there is a Council that has a majority that was elected to pursue those values.

Council member McCollum thanked Sara Parella for speaking and feels safety is the most important item to the race and if the parking lot can be made available for the short amount of time that it will enhance the enjoyment.

Council member Grim stated that the next western Loudoun workshop for Envision Loudoun will be on June 13th at 7:00 PM at Harmony Middle School. Council member Grim stated she met with staff and Crooked Run Orchard and the developer of Catoctin Corner regarding the construction and added that that has to do with the sewer line and which is also growth. Council member Grim referenced paving around Town and appreciates that there is a plan for improvements. Council member Grim stated that on May 11th she will be attending the accreditation ceremony for the Police Dept. Council member Grim stated that on June 3rd is the kick-off for the Purcellville Cannons. Council member Grim stated she has spent most of her ten years here at the podium talking to Council and gets frustrated that people have mischaracterized the idea of "no growth". Council member Grim stated that there are no tools in the Town that provide a real fiscal impact analysis and appreciates that Public Works has done their best with the equipment that they do have to be able to provide information. Council member Grim talked about the O'Toole property along the Southern Collector Road and issues with water capacity as well as pros and cons and impact analysis. Council member Grim added that this time next year or sooner, knowing the mindset and priorities of this Council, that they are looking at every asset to see if it is providing a benefit or service to the citizens or could something differently be done with it.

Vice Mayor Jimmerson stated that on April 21st she and Council member Ogelman met with Linda Erb regarding the proposed senior living community on Hirst Road and that the Town Attorney was also included on the discussion and no decisions were made. Vice Mayor Jimmerson stated that on May 5th she and Council member Ogelman met with Shannon Bohince, Director of IT, to discuss community communication initiatives. Vice Mayor

Jimmerson stated the last meeting was very full and noted that two closed meetings were previously held. Vice Mayor Jimmerson cited from the Code of Ethics, item 14 that “no member may disclose or use confidential information without appropriate authorization. Confidential information includes discussions during executive or closed sessions and certain economic development information”. Vice Mayor Jimmerson referenced the Council Norms and Procedures for the Town and cited “that members shall maintain strict confidentiality in those discussions allowed by the Code of Virginia to protect the Town’s position in litigation, personnel matters and contract real estate negotiations. Council members shall not disclose to others or use to further their personal interest confidential information acquired by them in the course of their official duties”. Vice Mayor Jimmerson stated she knows two members of Council violated both of those at the last meeting which is a trust issue. Vice Mayor Jimmerson added that they found out community values by knocking on doors. Vice Mayor Jimmerson referenced a new development on Hirst Road and that she wrote a letter to Council, spoke and was then mischaracterized and misquoted and that they are no longer seated. Vice Mayor Jimmerson referenced harassing emails that only she receives.

Mayor Fraser thanked staff and Council for their work on the proposed budget and added that Council went through the budget line by line and made strategic cuts and cost avoidance. Mayor Fraser stated he attended the 8th Annual Tae Kwon Tournament at Woodgrove High School which was very well attended by over 1,500 people. Mayor Fraser stated that all projects are initiatives and that time, cost and scope needs reviewed. Mayor Fraser added that he is confident and encouraged by this Council that if a developer comes before them with an initiative that they will review the proposal and will see if the growth is right for the Town from an assessed and managed perspective. Mayor Fraser added that his strategy is that there is about \$60m in debt and \$128m in assets and talked about monetizing assets to pay down debt.

DISCUSSION/INFORMATIONAL ITEMS:

a. Proposed Senior Living Community on Hirst Road

Sally Hankins noted that Council had requested information on how the application could be processed. Ms. Hankins gave a presentation (on file in the Clerk’s office) that showed the pre-application submission to include proposed uses which were translated into the uses as they are named in the Town’s zoning ordinance and the current zoning district (CM1). Ms. Hankins referenced the different zoning districts in Town and whether or not the uses are permitted. Ms. Hankins added that the purpose of the district is to provide for a wide variety of local and farm service industrial operations. Ms. Hankins stated that the interpretation is that this district is not intended for the type of residential and commercial facilities that are being proposed as part of a senior living campus and does not recommend the CM1 zoning district remain in place in order for the use to develop. Ms. Hankins referenced the zoning districts that do anticipate these types of uses (R15 and PDH for residential uses) and MC allows almost all of the proposed commercial uses with the exception of an adult care center which could be added to the allowed uses in the MC district and feels it is suitable to that district. Ms. Hankins added that the recommendation of staff would be that a rezoning could not be avoided and structured as a Special Use Permit because the CM-1 district is not intended for those uses. Ms. Hankins referenced the C4 district which allows for almost all of the proposed uses but geared more

towards the downtown district and not for Hirst Road, and the PDH which staff feels that this is ideally situated for a mixed use or planned development district but that the Town's planned development housing district severely limits commercial development. Ms. Hankins stated that staff recommends a zoning map amendment application that would remap the property from its current CM1 designation to a combination of mixed commercial for the commercial uses and either PDH or R15 for the proposed residential uses. Ms. Hankins added that another benefit from rezoning is that there is more flexibility from a localities point of view with proffers than there is with the conditions of approval that are allowed to be imposed under a special use permit. Ms. Hankins stated that there is a meeting with the applicant next week to discuss how to move forward with the application.

Council member Grim requested that the presentation be forwarded to Council.

Council member Ogelman referenced the process and discussion and that he does not view the discussion as one that is initiated by the developers in conversation with the Town government because when the developer initially came forward to speak, response from members of Council was that this was something that first needs to be discussed with the citizens, which is what the developer did. Council member Ogelman added that the developer listened to the citizens and came back to the Town to move forward and feels that this is the way these discussions should happen.

b. All-Way Stop Consideration at Nursery Ave./32nd Street

Alex Vanegas stated that the Town recently received a request from a citizen to look at re-installing stop signs on 32nd Street at the Nursery Avenue intersection to create an all-way stop. Mr. Vanegas stated that prior to 2009 there were stop signs at the location but received complaints about running the stop signs and traffic stacking on Nursery. After reaching out to a consultant, it was recommended that the two stop signs on 32nd Street be removed to allow the traffic to flow. Mr. Vanegas added that at the direction of Council the signs were removed and speed radar signs were installed, and that staff recommends that more data be gathered in order to evaluate if there is a speeding problem and then bring the information back to Council in order to make a decision.

Council member Cool introduced the citizen who brought this item forward and added that he collected signatures from citizens in that area supporting the request.

Council member McCollum noted that the last work done on this project was done in 2009 and that the Town has changed a lot since then and feels the recommendation to get current data and analysis may change the result and that the stop signs may then be reinstituted.

Council member Grim asked if the speed signs collect data. Alex Vanegas stated the signs in place were purchased in 2009 and do not collect data but that the Town has devices that do collect data. Council member Grim talked about the growth in the area that would justify the signs, and that she would propose moving the 25 mph to the Town limits which would be before Hirst Farm begins.

Mayor Fraser asked how long the study would take and the estimated cost. Alex Vanegas stated that it could be done in-house and could be brought back to Council next month.

Council member Cool asked if the citizen had any comments. Phil Cross, 430 S. Davis Dr., came forward and thanked Council for moving this forward and talked about the difficulty with having to cross 32nd Street. Mr. Cross stated that after the study is complete they will likely see a lot of people driving 35-45 mph and would like to see the stop signs come back in and that other citizens share his same concerns.

c. Roles and Responsibilities of Interim Town Manager and Agreement

Mayor Fraser stated that Council would be making a decision on an Interim Town Manager and that he worked with the HR Director to come up with the job description and noted the key role is to manage the transition with the retiring Town Manager. Council had no questions or comments.

d. Executive Search Firm Recommendations

Rob Lohr referenced the information provided as requested by the Mayor and noted that a search firm would help to handle the process independent of staff and staff operations.

Council member Ogelman stated he appreciates this idea and that it makes sense. Council member Ogelman added that several options were provided and one was focused on as it has a relationship with the state, and asked if there would be any value in an RFI. Rob Lohr stated he would not recommend bringing in a search firm if an internal process would be done and added that it is Council's decision. Mr. Lohr added that he was under the assumption in speaking with the Mayor that Council would go to an internal/external process and highly recommended bringing in a search firm for the reasons noted. Mr. Lohr noted that not knowing what is important to Council that he wanted to provide options, and suggested Council forming a committee to meet with all three options to determine which would best meet the needs of Council.

Council member Grim referenced the options provided and noted that it may be helpful to see what VML may have listed and talked about if the Town is looking at the same type of services as the state-approved option notes, and spoke in favor of forming a committee to review the many available options.

ACTION ITEMS:

a. 120 Ken Culbert Lane Availability Fees (Purcellville Children's Center)

Alex Vanegas stated the applicant has submitted a Business Utility Form requesting a ¾" meter which staff has reviewed and concurs with.

Council member McCollum asked if the ¾" was a change from what was previously proposed. Mr. Vanegas stated he believes it is the same. Council member McCollum asked why this item

has to be brought to Council. Mr. Vanegas stated that availabilities have always been brought to Council for approval. Rob Lohr added that Council used to approve every availability and has since modified the policy but kept three categories – all commercial and business availabilities, anything outside the corporate limits and any multi-family units and added that Council may want to review this policy. Council member McCollum asked how Council would make these determinations. Mr. Vanegas stated that Council can rely on staff to review the application and data provided.

Council member Grim stated she feels it is important to stay with that based on the impacts of some of the things that will come before Council and referenced the Vineyard Square project.

Council member Ogelman stated that his thought is that Council wanted to keep hearing from those three types of development because with single family homes there would be one tap fee per house but that there is room for variability in the other types of projects. Mr. Lohr referenced that activity that could take place on a commercial parcel.

Council member Cool made a motion that the Town Council approve a ¾-inch water and sewer availability for Purcellville Children's Academy, located at 120 Ken Culbert Lane, once all necessary land approvals have been secured. This approval is valid with the following stipulations:

The availability must be purchased prior to the zoning permit being issued for the development of the property and must be purchased at the going availability rates at the time of purchase.

The approval of this availability is with the understanding that if the number of fixtures or water use exceeds the allowable amount for the meter size, the current owner will be required to upgrade the availability as necessary with all appropriate approvals, or the use will not be permitted.

The motion was seconded by Council member Ogelman.

Motion:	Council member Cool
Second:	Council member Ogelman
Carried:	7-0

McCollum -	Aye
Grim -	Aye
Jimmerson -	Aye
Ogelman -	Aye
Mayor -	Aye
Bledsoe -	Aye
Cool -	Aye

APPROVAL OF MINUTES:

- a. **April 19, 2017 Town Council Special Meeting/Budget Work Session**
- b. **April 25, 2017 Town Council Meeting**

Vice Mayor Jimmerson made a motion that Town Council approve the minutes of the April 19, 2017 Town Council Special Meeting/Budget Work Session and the April 25, 2017 Town Council Meeting and waive reading. The motion was seconded by Council member Cool and passed unanimously.

CLOSED MEETING:

Vice Mayor Jimmerson made a motion that as authorized under Section 2.2-3711(A)(1) of the Code of Virginia, I move that the Purcellville Town Council convene in a closed meeting to discuss, consider and interview prospective candidates for employment, specifically for the position of Interim Town Manager. The presence of the following individuals is requested to attend the closed meeting:

- 1) All Town Council members
- 2) Danny Davis, Assistant Town Manager (first)
- 3) Alex Vanegas, Director of Public Works (second)

The motion was seconded by Council member Cool.

Motion:	Vice Mayor Jimmerson
Second:	Council member Cool
Carried:	7-0

McCollum -	Aye
Grim -	Aye
Jimmerson -	Aye
Ogelman -	Aye
Mayor -	Aye
Cool -	Aye
Bledsoe -	Aye

Mayor Fraser noted that time was of the essence as there was a conference call scheduled in ten minutes.

Vice Mayor Jimmerson made a motion that the Town Council reconvene in an open meeting and that the minutes reflect no formal action was taken in the closed meeting. The motion was seconded by Council member Cool.

Motion: Vice Mayor Jimmerson
Second: Council member Cool
Carried: 7-0

McCollum - Aye
Grim - Aye
Jimmerson - Aye
Ogelman - Aye
Mayor - Aye
Cool - Aye
Bledsoe - Aye

Vice Mayor Jimmerson made a motion that the Purcellville Town Council adopt Resolution 17-05-01 certifying the closed meeting of May 9, 2017. The motion was seconded by Council member Ogelman.

Motion: Vice Mayor Jimmerson
Second: Council member Ogelman
Carried: 7-0

McCollum - Aye
Grim - Aye
Jimmerson - Aye
Ogelman - Aye
Mayor - Aye
Cool - Aye
Bledsoe - Aye

APPOINTMENT OF INTERIM TOWN MANAGER:

Mayor Fraser stated that both Mr. Vanegas and Mr. Davis have given Council a difficult decision to make at 11:00 PM and thanked Danny for his twenty months and Alex for his twelve years of service to the Town and for stepping up to be the Interim Town Manager during this time of change and transition. Mayor Fraser added that it was a difficult decision and added that whatever the decision is hopes that they will work together in collaboration with the Town Manager through the transition.

Vice Mayor Jimmerson made a motion that the Purcellville Town Council appoint Alex Vanegas to the position of Interim Town Manager effective to serve at the pleasure of the Town Council, working closely with Rob Lohr to secure a seamless transition and until such time as a permanent Town Manager is hired. At the conclusion of Alex Vanegas' service as Interim Town Manager, he shall continue to be employed by the Town of Purcellville as the Director of Public Works for the Town of Purcellville. The motion was seconded by Council member Grim.

Motion: Vice Mayor Jimmerson
Second: Council member Grim
Carried: 7-0

McCollum - Aye
Grim - Aye
Jimmerson - Aye
Ogelman - Aye
Mayor - Aye
Cool - Aye
Bledsoe - Aye

Mayor Fraser stated that there is a request to schedule the next Budget Work Session and that the best date for Council is Wednesday, May 17, 2017 at 7:00 PM.

ADJOURNMENT:

With no further business, Council member Bledsoe made a motion to adjourn the meeting at 11:30 PM. The motion was seconded by Council member Ogelman and carried unanimously.

Kwasi A. Fraser, Mayor

Diana Hays, Clerk of Council

Mayor
Kwasi A. Fraser

Council
Chris Bledsoe
Ryan J. Cool
Kelli Grim
Karen Jimmerson
Douglass J. McCollum
Nedim Ogelman



Town Manager
Robert W. Lohr, Jr.
Assistant Town Manager
Daniel C. Davis

221 S. Nursery Avenue
Purcellville, VA 20132
(540) 338-7421
Fax: (540) 338-6205
www.purcellvilleva.gov

**TOWN OF PURCELLVILLE
IN
LOUDOUN COUNTY, VIRGINIA**

RESOLUTION NO. 17-05-01

**PRESENTED: MAY 9, 2017
ADOPTED: MAY 9, 2017**

**A RESOLUTION: CERTIFYING THE CLOSED MEETING ON
MAY 9, 2017**

WHEREAS, the Town Council of the Town of Purcellville, Virginia, has this day convened a closed meeting in accordance with an affirmative recorded vote of the Purcellville Town Council and in accordance with the Virginia Freedom of Information Act.

NOW, THEREFORE, BE IT RESOLVED that the Purcellville Town Council does hereby certify that to the best of each member's knowledge, i.) only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act were discussed in the closed meeting to which this certification applies; and ii.) only such public business matters as were identified in the motion by which the said closed meeting was convened were heard, discussed or considered by the Purcellville Town Council.

PASSED THIS 9TH DAY OF MAY, 2017.

A handwritten signature in blue ink, appearing to read "Kwasi Fraser", is written over a horizontal line.

Kwasi A. Fraser, Mayor
Town of Purcellville

ATTEST:

A handwritten signature in blue ink, appearing to read "Diana Hays", is written over a horizontal line.

Diana Hays, Town Clerk

This page intentionally left blank